COLLEGIUM HUMANUM - WARSAW MANAGEMENT UNIVERSITY COURSE OF STUDY: MANAGEMENT LEVEL: 1st degree studies PROFILE: practical MODE: stationary COMMENCEMENT YEAR: 2022/2023



COLLEGIUM HUMANUM

		SEMESTER I			
No	Subject name	Form of classes	Hours	ECTS points	Type of credit
Α	. GENERAL EDUCATION MODUL	E			
1	Health & Safety and ergonomics	lecture	8	0	Credit
2	Foreign language (to be elected)	language class	58	4	Credit with a grade
3	Sociology	lecture+exercises	42	3	Credit with a grade
4	Psychology	lecture+exercises+workshop	42	4	Credit with a grade
5	Information Technology	laboratory	28	2	Credit with a grade
6	Elements of law and protection of intellectual property	lecture+exercises	28	3	Credit with a grade
7	Physical education	exercises	30	0	Credit
	Number of hours and points		236	16	
B.	. PRIMARY EDUCATION MODULE	:			
8	Management	lecture+exercises+workshop	56	5	Credit with a grade
9	Basics of economics	lecture+exercises	56	5	Exam
10	Marketing	lecture+exercises+workshop	56	4	Credit with a grade
	Number of hours and points		168	14	
С	. PRACTICAL TRAINING MODULI	E			
	Number of hours and points		0	0	
D	. PRACTICAL TRAINING MODULI	E – SPECIALISATION			
	Number of hours and points		0	0	
E.	SEMINAR AND INTERNSHIPS				
	Number of hours and points		0	0	
	Number of hours and points in the whole semester:		404	30	

		SEMESTER II			
No	Subject name	Form of classes	Hours	ECTS points	Type of credit
Α	. GENERAL EDUCATION MODUL	.E			
1	Foreign language (to be elected)	language class	58	4	Credit with a grade
2	Ethics	discussion group+exercises	28	2	Credit with a grade
3	Physical education	exercises	30	0	Credit
	Number of hours and points		116	6	
B	PRIMARY EDUCATION MODUL	E			
4	Management	lecture+exercises+workshop	56	5	Exam
5	Quantitative methods in management	lecture+exercises+laboratory	50	4	Credit with a grade
6	Elements of law in the economy	discussion group+workshop	28	3	Credit with a grade
7	Finances	lecture+exercises+workshop	56	4	Exam
8	Marketing research	lecture+workshop	42	4	Exam
9	Accountancy	lecture+exercises+laboratory	56	4	Exam
	Number of hours and points		288	24	
С	. PRACTICAL TRAINING MODUL	E			
	Number of hours and points		0	0	
D	. PRACTICAL TRAINING MODUL	E – SPECIALISATION			
	Number of hours and points		0	0	
E.	SEMINAR AND INTERNSHIPS				
	Number of hours and points		0	0	
	Number of hours and points in the whole semester:		404	30	

		SEMESTER III			
No	Subject name	Form of classes	Hours	ECTS points	Type of credit
Α	GENERAL EDUCATION MODUL	E			
1	Foreign language (to be elected)	language class	58	4	Credit with a grade
	Number of hours and points		58	4	
B.	PRIMARY EDUCATION MODULE	:			
2	Organisation design methods	lecture+workshop	28	2	Credit with a grade
3	Organisational behaviours	lecture+exercises+workshop	36	2	Exam
4	Quality management	discussion group+workshop	28	2	Exam
5	IT systems in management	lecture+laboratory	31	2	Credit with a grade
6	Financial accounting	lecture+exercises+laboratory	36	3	Exam
7	Corporate finance	lecture+exercises+workshop	36	3	Exam
	Number of hours and points		195	14	
С	PRACTICAL TRAINING MODULI	E			
8	Business entities in management / Business management	lecture+workshop	28	3	Exam
	Number of hours and points		28	3	
D	PRACTICAL TRAINING MODULI	E - SPECIALISATION			
	Number of hours and points		0	0	
E.	SEMINAR AND INTERNSHIPS				

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10	Professional practice	internship	240	9	Credit with a grade
	Number of hours and points		240	9	
	Number of hours and points in the whole semester:		521	30	

		SEMESTER IV			
No	Subject name	Form of classes	Hours	ECTS points	Type of credit
A	GENERAL EDUCATION MODULE	:			
1	Foreign language (to be elected)	language class	58	4	Credit with a grade
	Number of hours and points		58	4	
B.	PRIMARY EDUCATION MODULE				
2	Economic forecasting	lecture+laboratory	42	3	Exam
3	Human Resources management	lecture+exercises+workshop	42	3	Exam
4	IT systems in management	lecture+laboratory	31	2	Credit with a grade
5	Financial analysis	lecture+exercises+workshop	36	3	Exam
	Number of hours and points		151	11	
С	. PRACTICAL TRAINING MODULE	:			
6	E-company / Marketing in e- business	discussion group+laboratory	28	3	Exam
7	Introduction to logistics / Logistics management	lecture+exercises	42	3	Exam
	Number of hours and points		70	6	
D.	PRACTICAL TRAINING MODULE	- SPECIALISATION			
	Number of hours and points		0	0	
E.	SEMINAR AND INTERNSHIPS				
8	Professional practice	internship	240	9	Credit with a grade
	Number of hours and points		240	9	
	Number of hours and points in the whole semester:		519	30	

SEMESTER V					
No	Subject name	Form of classes	Hours	ECTS points	Type of credit
A. GEN	NERAL EDUCATION MODULE	:			
1 Fore	eign language (to be elected)	language class	58	4	Credit with a grade
Num	nber of hours and points		58	4	
B. PRI	MARY EDUCATION MODULE				
	nagement methods and Iniques	lecture+exercises	42	3	Exam
Inte	grated marketing munication	lecture+workshop	42	3	Exam
	nber of hours and points		84	6	
	ACTICAL TRAINING MODULE				
Num	nber of hours and points		0	0	
	ECIALIST SUBJECTS – SPEC	ALISATION: Marketing			
	keting in e-business	workshop	40	4	Credit with a grade
	grated marketing	workshop	40	4	Credit with a grade
Num	nber of hours and points		80	8	
D2. SP	ECIALIST SUBJECTS – SPEC	IALISATION: Marketing a	nd sales manager	nent	
l Inte	rnet and mobile marketing	workshop	40	4	Credit with a grade
5 Sale	s methods and techniques	workshop	40	4	Credit with a grade
Num	nber of hours and points		80	8	
D3. SP	PECIALIST SUBJECTS – SPEC	IALISATION: Internet ma	rketing (e-Marke	ting and o	e-Commerce)
	osites as a marketing and e- merce tool	workshop	40	4	Credit with a grade
	ruments of competing in ual space	workshop	40	4	Credit with a grade
Nurr	nber of hours and points		80	8	
D4. SP	PECIALIST SUBJECTS - SPEC	IALISATION: HR and tale	nt management		
1 Tale	nt management in a company	workshop	40	4	Credit with a grade
5 Man	ager's competences	workshop	40	4	Credit with a grade
Num	nber of hours and points		80	8	
D5. SP	PECIALIST SUBJECTS – SPEC	IALISATION: Business lea	adership		
I The	basics of leadership	workshop	40	4	Credit with a grade
5 Man	ager's competences	workshop	40	4	Credit with a grade
Num	nber of hours and points		80	8	
D6. SP SMEs)	PECIALIST SUBJECTS – SPEC	IALISATION: Managemer	nt of small and me	dium-si:	zed enterprises
1 Cha	nge management in SMEs	workshop	40	4	Credit with a grade

Number of hours and points 80 8 D7. SPECIALIST SUBJECTS - SPECIALISATION: Management and marketing in turism, hospitality and gestronomy 4 Credit with a grade I Tourism marketing workshop 40 4 Credit with a grade Tourism marketing workshop 40 4 Credit with a grade Number of hours and points 80 8 DS. SPECIALIST SUBJECTS - SPECIALISATION: International business and marketing Credit with a grade Integrated marketing workshop 40 4 Credit with a grade Integrated marketing workshop 40 4 Credit with a grade Diplomatic protocol workshop 40 4 Credit with a grade Basics of negotiations workshop 40 4 Credit with a grade Basics of negotiations workshop 40 4 Credit with a grade Mumber of hours and points 80 8 Mumber of hours and points 80 8 Mumber of hours and points 80 8 Mumber of hours and points	5	Bookkeeping	workshop	40	4	Credit with a grade
gestionamy 4 Tourist market workshop 40 4 Credit with a grade 5 Tourism marketing workshop 40 40 7 Credit with a grade 6 International business workshop 40 40 7 Credit with a grade 6 Integrated marketing workshop 40 40 7 Credit with a grade 7 Integrated marketing workshop 40 40 7 Credit with a grade 7 Integrated marketing workshop 40 40 7 Credit with a grade 9 Integrated marketing workshop 40 40 7 Credit with a grade 9 Distribution for bours and points 7 SPECIALISATION: International business and marketing 7 Credit with a grade 9 Distribution for bours and points 7 SPECIALISATION: Diplomacy, negotiations and Credit with a grade 9 Distribution for thours and points 7 SPECIALISATION: Diplomacy, negotiations and Credit with a grade 9 Distribution for thours and points 7 SPECIALISATION: Diplomacy, negotiations and Credit with a grade 9 Distribution for thours and points 7 SPECIALISATION: Diplomacy, negotiations and Credit with a grade 9 Distribution for thours and points 7 SPECIALISATION: Image communication 8 S SPECIALISATION: Image communication 9 DIS SPECIALIST SUBJECTS - SPECIALISATION: Image communication 8 S S SPECIALISATION: Diplomacy, negotiations 8 S S S S S S S S S S S S S S S S S S		Number of hours and points		80	8	
4Tourist marketingworkshop404Credit with a grade5Tourism marketingworkshop404Credit with a grade7International businessworkshop404Credit with a grade6International businessworkshop404Credit with a grade7International businessworkshop404Credit with a grade8BisSBisSS8SBisSSS8SSSSS9SPECIALIST SUBJECTS - SPECIALISATION: Diplomacy, negotiations808S9SSSSSS9SSSSSS9SSSSSSS9SSSSSSS9SSSSSSS9SSSSSSS9SSSSSSS9Marketing strategies in servicesworkshop404Credit with a grade10Internet and mobile marketingworkshop404Credit with a grade11SSSSSSS12Verdet SSWorkshop404Credit with a grade13Internet and mobile marketingworkshop40 <th></th> <th></th> <th>CIALISATION: Manageme</th> <th>nt and marketing in</th> <th>touris</th> <th>m, hospitality and</th>			CIALISATION: Manageme	nt and marketing in	touris	m, hospitality and
5 Tourism marketing workshop 40 4 Credit with a grade 4 International business workshop 40 4 Credit with a grade 5 International business workshop 40 4 Credit with a grade 6 International business workshop 40 4 Credit with a grade 6 International business workshop 40 4 Credit with a grade 7 Diplomatic protocol workshop 40 4 Credit with a grade 8 Basics of negotiations workshop 40 4 Credit with a grade 8 Marketing strategies in services workshop 40 4 Credit with a grade 9 Internet and mobile marketing workshop 40 4 Credit with a grade 9 Marketing strategies in services workshop 40 4 Credit with a grade 9 Marketing strategies in services workshop 40 4 Credit with a grade 9 Marketing strategies in services workshop 40 4 Credit with a			workshop	40	4	Credit with a grade
D8. SPECIALIST SUBJECTS - SPECIALISATION: International business and marketing 4 International business workshop 40 4 Credit with a grade 5 Integrated marketing workshop 40 4 Credit with a grade 8 Number of hours and points 80 8	5	Tourism marketing	workshop	40	4	-
4 International business workshop 40 4 Credit with a grade 5 Integrated marketing communication workshop 40 4 Credit with a grade 80 80 8		-	·	80	8	
Integrated marketing communication workshop 40 4 Credit with a grade Number of hours and points 80 8 Diplomatic protocol workshop 40 4 Credit with a grade Bacis of negotiations workshop 40 4 Credit with a grade Mumber of hours and points 80 8	D	8. SPECIALIST SUBJECTS – SPE	CIALISATION: Internation	al business and ma	rketin	g
s communication workshop 40 4 Credit with a grade V SPECIALIST SUBJECTS - SPECIALISATION: Diplomacy, negotilations and communication in intermational business workshop 40 4 Credit with a grade 4 Diplomatic protocol workshop 40 4 Credit with a grade 5 Basics of negotiations workshop 40 4 Credit with a grade 5 Marketing strategies in services workshop 40 4 Credit with a grade 5 Marketing strategies in services workshop 40 4 Credit with a grade 5 Marketing strategies in services workshop 40 4 Credit with a grade 6 Marketing strategies in services workshop 40 4 Credit with a grade 7 Marketing strategies in services workshop 40 4 Credit with a grade 7 Supply chain management workshop 40 4 Credit with a grade 8 Supply chain management workshop 40 4 Credit with a grade 9	4	International business	workshop	40	4	Credit with a grade
Number of hours and points 80 8 D9. SPECIALIST SUBJECTS - SPECIALISATION: Diplomacy, negotiations and communication in international business 4 Diplomatic protocol workshop 40 4 Credit with a grade 5 Basics of negotiations workshop 40 4 Credit with a grade 6 Diplomatic protocol workshop 40 4 Credit with a grade 7 Number of hours and points 80 8	5		workshop	40	4	Credit with a grade
D9. SPECIALIST SUBJECTS - SPECIALISATION: Diplomacy, negotiations and communication in international business 4 Diplomatic protocol workshop 40 4 Credit with a grade 5 Bacis of negotiations workshop 40 4 Credit with a grade 6 Number of hours and points 80 8				80	8	
4 Diplomatic protocol workshop 40 40 Credit with a grade 5 Basics of negotiations workshop 40 80 80 7 Number of hours and points 80 80 80 80 7 SPECIALIST SUBJECTS - SPECIALISATION: Image communications 7 Credit with a grade 4 Internet and mobile marketing workshop 40 40 Credit with a grade 5 Marketing strategies in services workshop 40 40 Credit with a grade 6 Introduction to logistics workshop 40 40 Credit with a grade 7 PEFCIALIST SUBJECTS - SPECIALISATION: Logistics, transport Stredit with a grade 60 40 Credit with a grade 8 Introduction to logistics workshop 40 40 Credit with a grade 9 Isubjes analytics workshop 40 40 Credit with a grade 9 Isubses analytics workshop 40 40 Credit with a grade 9 Isubser of hours and points workshop 40 40 Credit with a grade<		9. SPECIALIST SUBJECTS – SPE	CIALISATION: Diplomacy,	negotiations and c	ommı	inication in
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Number of hours and points 80 8 JUC. SPECIALIST SUBJECTS - SPECIALISATION: Image communication Internet and mobile marketing workshop 40 4 Credit with a grade Marketing strategies in services workshop 40 4 Credit with a grade Number of hours and points 80 8	-		·			-
DIO. SPECIALIST SUBJECTS - SPECIALISATION: Image communication 4 Internet and mobile marketing workshop 40 4 Credit with a grade 5 Marketing strategies in services workshop 40 4 Credit with a grade 6 Marketing strategies in services workshop 40 4 Credit with a grade 1 Number of hours and points 80 8 4 Introduction to logistics workshop 40 4 Credit with a grade 5 Supply chain management workshop 40 4 Credit with a grade 1012. SPECIALIST SUBJECTS - SPECIALISATION: Data management are Big Databases workshop 40 4 Credit with a grade 5 Databases workshop 40 4 Credit with a grade 6 Databases workshop 40 4 Credit with a grade 9 Databases workshop 40 4 Credit with a grade 1013. SPECIALIST SUBJECTS - SPECIALISATION: Mobile and digital marketing workshop 40 4 Credit with a grade 113. SPECIALIST SUBJECTS - SP	J	-	workenop			oroan with a grade
4 Internet and mobile marketing workshop 40 4 Credit with a grade 5 Marketing strategies in services workshop 40 40 Credit with a grade Number of hours and points 80 8 4 Introduction to logistics workshop 40 4 Credit with a grade 5 Supply chain management workshop 40 4 Credit with a grade 5 Supply chain management workshop 40 4 Credit with a grade 7 Number of hours and points 80 8 Credit with a grade 8 Business analytics workshop 40 4 Credit with a grade 9 Databases workshop 40 4 Credit with a grade 9 Databases workshop 40 4 Credit with a grade 9 Databases workshop 40 4 Credit with a grade 9 Number of hours and points softshop 40 4 Credit with a grade 9 Marketing strategies in services		· · ·	ECIALISATION: Image con		U	
5 Marketing strategies in services workshop 40 4 Credit with a grade Number of hours and points 80 8 II. SPECIALIST SUBJECTS - SPECIALISATION: Logistics, transport and shipping 4 Introduction to logistics workshop 40 4 Credit with a grade 5 Supply chain management workshop 40 4 Credit with a grade 6 Supply chain management workshop 40 4 Credit with a grade 10. SPECIALIST SUBJECTS - SPECIALISATION: Data management + BID 80 8 5 Databases workshop 40 4 Credit with a grade 6 Business analytics workshop 40 4 Credit with a grade 7 Databases workshop 40 4 Credit with a grade 8 Number of hours and points 80 8 9 Databases workshop 40 4 Credit with a grade 9 Marketing strategies in services workshop 40 4 Credit with a grade 10			e e e e e e e e e e e e e e e e e e e		4	Credit with a grade
Number of hours and points 80 8 DII. SPECIALIST SUBJECTS - SPECIALISATION: Logistics, transport and shipping 4 Introduction to logistics workshop 40 4 Credit with a grade 5 Supply chain management workshop 40 4 Credit with a grade 7 Number of hours and points 80 8	5	-	·	40	4	-
4 Introduction to logistics workshop 40 4 Credit with a grade 5 Supply chain management workshop 40 4 Credit with a grade Number of hours and points 80 8 DI2. SPECIALIST SUBJECTS - SPECIALISATION: Data management and Big Data analytics workshop 40 4 Credit with a grade 5 Databases workshop 40 4 Credit with a grade 6 Number of hours and points 80 8 7 Databases workshop 40 4 Credit with a grade 8 Number of hours and points 80 8 4 Internet and mobile marketing workshop 40 4 Credit with a grade 5 Marketing strategies in services workshop 40 4 Credit with a grade 5 Marketing strategies in services workshop 40 4 Credit with a grade 6 Marketing strategies in services workshop 40 4 Credit with a grade 7 Psychology of consumer <th></th> <th></th> <th>·</th> <th>80</th> <th>8</th> <th></th>			·	80	8	
5 Supply chain management workshop 40 4 Credit with a grade Number of hours and points 80 8 DI2. SPECIALIST SUBJECTS - SPECIALISATION: Data management and Big Data subjects analytics workshop 40 4 Credit with a grade 5 Databases workshop 40 4 Credit with a grade 6 Databases workshop 40 4 Credit with a grade 7 Number of hours and points 80 8	D	11. SPECIALIST SUBJECTS – SPE	CIALISATION: Logistics, t	ransport and shippi	ng	
Number of hours and points 80 8 ILIX SUBJECTS - SPECIALISATION: Data management and Big Data analytics 4 Business analytics workshop 40 4 Credit with a grade 5 Databases workshop 40 4 Credit with a grade 80 8 vorkshop 40 4 Credit with a grade 80 80 8 vorkshop 80 8 INUmber of hours and points vorkshop 40 4 Credit with a grade 9 Number of hours and points workshop 40 4 Credit with a grade 9 Internet and mobile marketing workshop 40 4 Credit with a grade 9 Marketing strategies in services workshop 40 4 Credit with a grade 9 Mumber of hours and points 80 8 vorkshop 40 4 9 PSecIALIST SUBJECTS - SPECIALISATION: Business psychology and cousting and certivity workshop 40 4 Credit with a grade 9 Psychology of consumer workshop 40 4	4	Introduction to logistics	workshop	40	4	Credit with a grade
J:2. SPECIALIST SUBJECTS - SPECIALISATION: Data management and Big Data analytics Verice of the work of a strain of the strain of the work of a strain o	5	Supply chain management	workshop	40	4	Credit with a grade
4 Business analytics workshop 40 4 Credit with a grade 5 Databases workshop 40 4 Credit with a grade 6 Number of hours and points 80 8 IT SPECIALIST SUBJECTS - SPECIALISATION: Mobile and digital marketing 4 Internet and mobile marketing workshop 40 4 Credit with a grade 5 Marketing strategies in services workshop 40 4 Credit with a grade 6 Marketing strategies in services workshop 40 4 Credit with a grade 7 Number of hours and points workshop 40 4 Credit with a grade 8 VI-LIST SUBJECTS - SPECIALISATION: Business psychology and counce behaviours workshop 40 4 4 Innovation and creativity workshop 40 4 Credit with a grade 5 Psychology of consumer workshop 40 4 Credit with a grade 6 Number of hours and points workshop 40 4 Credit with a grade 7 SPECIALIST SUBJECT		Number of hours and points		80	8	
5 Databases workshop 40 4 Credit with a grade Number of hours and points 80 8 8 JENECIALIST SUBJECTS - SPECIALISATION: Mobile and digital marketing 4 Internet and mobile marketing workshop 40 4 Credit with a grade 5 Marketing strategies in services workshop 40 40 Credit with a grade 6 Marketing strategies in services workshop 40 4 Credit with a grade 7 Number of hours and points 80 8 8 PSECIALIST SUBJECTS - SPECIALISATION: Business psychology at a grade A Credit with a grade 9 Psychology of consumer workshop 40 4 Credit with a grade 9 Psychology of consumer workshop 40 4 Credit with a grade 10 Number of hours and points 80 8 Credit with a grade 10 Psychology of consumer workshop 40 4 Credit with a grade 10 SECIALIST SUBJECTS - SPECIALISATION: Professional cours 80 8	D	12. SPECIALIST SUBJECTS – SPE	ECIALISATION: Data mana	gement and Big Da	ta ana	lytics
Number of hours and points 80 8 Number of hours and points Internet and mobile marketing workshop 40 4 Credit with a grade Marketing strategies in services workshop 40 4 Credit with a grade Mumber of hours and points workshop 40 4 Credit with a grade Number of hours and points workshop 40 4 Credit with a grade Innovation and creativity workshop 40 4 Credit with a grade Psychology of consumer workshop 40 4 Credit with a grade Innovation and creativity workshop 40 4 Credit with a grade Innovation and creativity workshop 40 4 Credit with a grade Innovation and creativity workshop 40 4 Credit with a grade Innovation and points soft soft a grade 80 8 80 Innover of hours and points soft soft a grade 9 40 4 Credit with a grade Innover of hours and points workshop 80 8 8 8	4	Business analytics	workshop	40	4	Credit with a grade
J13. SPECIALIST SUBJECTS - SPECIALISATION: Mobile and digital marketing 4 Internet and mobile marketing workshop 40 4 Credit with a grade 5 Marketing strategies in services workshop 40 4 Credit with a grade 6 Marketing strategies in services workshop 40 4 Credit with a grade Number of hours and points 80 8 1 Vertication and creativity workshop 40 4 Credit with a grade 6 Innovation and creativity workshop 40 4 Credit with a grade 7 Psychology of consumer workshop 40 4 Credit with a grade 80 80 8 1 1 1 9 Psychology of consumer workshop 40 4 Credit with a grade 10 Number of hours and points 80 8 1 1 10 SECIALIST SUBJECTS - SPECIALISATION: Professional course us us us the a grade 40 40 Credit with a grade 11 Methodology of the work of a workshop 40	5	Databases	workshop	40	4	Credit with a grade
4 Internet and mobile marketing workshop 40 4 Credit with a grade 5 Marketing strategies in services workshop 40 4 Credit with a grade 6 Number of hours and points 80 8 Verdit with a grade Jumber of hours and points 80 8 Verdit with a grade Jumber of hours and points Verdit with a grade A Innovation and creativity workshop 40 4 Credit with a grade 5 Psychology of consumer behaviours workshop 40 4 Credit with a grade Number of hours and points Verdit with a grade Number of hours and points Number of hours and points Number of hours and points Verdit with a grade Methodology of the work of a Workshop 40 40 Credit with a grade		Number of hours and points		80	8	
5 Marketing strategies in services workshop 40 4 Credit with a grade Number of hours and points 80 8 80 8 Innovation and creativity workshop 40 4 Credit with a grade 4 Innovation and creativity workshop 40 4 Credit with a grade 5 Psychology of consumer behaviours workshop 40 4 Credit with a grade 6 Number of hours and points workshop 40 80 8 Innovation and creativity workshop 4 Innovation and creativity workshop 40 4 Credit with a grade 6 Psychology of consumer workshop 80 8 10 SECIALIST SUBJECTS - SECIALISATION: Professional counset is and counter to the work of a 40 4 Credit with a grade	D	13. SPECIALIST SUBJECTS - SPE	ECIALISATION: Mobile and	d digital marketing		
Number of hours and points 80 8 D14. SPECIALIST SUBJECTS - SPECIALISATION: Business psychology and coaching 4 Innovation and creativity workshop 40 4 Credit with a grade 5 Psychology of consumer behaviours workshop 40 4 Credit with a grade Number of hours and points workshop 40 4 Credit with a grade 15. SPECIALIST SUBJECTS - SPECIALISATION: Professional counselling and coaching 80 8	4	Internet and mobile marketing	workshop	40	4	Credit with a grade
A Innovation and creativity workshop 40 4 Credit with a grade 5 Psychology of consumer behaviours workshop 40 4 Credit with a grade 6 Number of hours and points workshop 80 8 Verdit with a grade 7 Methodology of the work of a workshop 40 4 Credit with a grade	5	Marketing strategies in services	workshop	40	4	Credit with a grade
4 Innovation and creativity workshop 40 4 Credit with a grade 5 Psychology of consumer behaviours workshop 40 4 Credit with a grade 6 Number of hours and points 80 8 Vertical workshop 80 7 Methodology of the work of a workshop 40 4 Credit with a grade		Number of hours and points		80	8	
5 Psychology of consumer behaviours workshop 40 4 Credit with a grade 5 Number of hours and points 80 8 80 8 DI5. SPECIALIST SUBJECTS - SPECIALISATION: Professional counselling and coaching Methodology of the work of a workshop 40 4 Credit with a grade	D	14. SPECIALIST SUBJECTS – SPI	ECIALISATION: Business p	osychology and coa	ching	
5 Workshop 40 4 Credit with a grade Number of hours and points 80 8 D15. SPECIALIST SUBJECTS - SPECIALISATION: Professional counselling and coaching Methodology of the work of a workshop 40 4 Credit with a grade	4		workshop	40	4	Credit with a grade
D15. SPECIALIST SUBJECTS – SPECIALISATION: Professional counselling and coaching Methodology of the work of a workshop 40 4 Credit with a grade	5	, .	workshop	40	4	Credit with a grade
Methodology of the work of a workshop 40 4 Credit with a grade		Number of hours and points		80	8	
\mathbf{u} \mathbf{v}	D		ECIALISATION: Profession	al counselling and o	coachi	ng
	4	- · ·	workshop	40	4	Credit with a grade

5	Panorama of coaching tools and approaches	workshop	40	4	Credit with a grade				
	Number of hours and points		80	8					
D	D16. SPECIALIST SUBJECTS - SPECIALISATION: Management in public administration								
4	Administrative law	workshop	40	4	Credit with a grade				
5	Constitutional system of state organs	workshop	40	4	Credit with a grade				
	Number of hours and points		80	8					
D	17. SPECIALIST SUBJECTS – SPEC	CIALISATION: Security and cybers	security m	anagem	nent				
4	IT process management standards	workshop	40	4	Credit with a grade				
5	IT management and organisation	workshop	40	4	Credit with a grade				
	Number of hours and points		80	8					
D	18. SPECIALIST SUBJECTS – SPE	CIALISATION: Management in IT a	nd digital	design					
4	Strategic alignment and IT value delivery	workshop	40	4	Credit with a grade				
5	Management of IT resources and capabilities	workshop	40	4	Credit with a grade				
	Number of hours and points		80	8					
E.	SEMINAR AND INTERNSHIPS								
6	Diploma seminar	discussion group	45	3	Credit with a grade				
7	Professional practice	internship	240	9	Credit with a grade				
	Number of hours and points		285	12					
	Number of hours and points in the whole semester:		507	30					

		SEMESTER VI			
٩o	Subject name	Form of classes	Hours	ECTS points	Type of credit
A. G	ENERAL EDUCATION MODULE	:			
1 Fo	oreign language (to be elected)	language class	58	4	Exam
N	umber of hours and points		58	4	
B. PI	RIMARY EDUCATION MODULE				
N	umber of hours and points		0	0	
C. P	RACTICAL TRAINING MODULE	:			
N	umber of hours and points		0	0	
D1. S	SPECIALIST SUBJECTS – SPEC	ALISATION: Marketing			
2 Pu	ublic relations		40	4	Credit with a grade
	-communication and Social ledia		40	4	Credit with a grade
	leala Iarketing planning		40	4	Credit with a grade
	rand creation		40	4	Credit with a grade
N	umber of hours and points		160	16	
D2. 9	SPECIALIST SUBJECTS – SPEC	IALISATION: Marketing and	l sales manager	nent	
2 Sa	ales promotion	workshop	40	4	Credit with a grade
ВМ	larketing planning	workshop	40	4	Credit with a grade
M	larketing strategies in services	workshop	40	4	Credit with a grade
юМ	lerchandising	workshop	40	4	Credit with a grade
N	umber of hours and points		160	16	
D3.	SPECIALIST SUBJECTS – SPEC	IALISATION: Internet mark	eting (e-Market	ting and o	e-Commerce)
2 Pu	ublic relations	workshop	40	4	Credit with a grade
	-communication and Social Iedia	workshop	40	4	Credit with a grade
	larketing planning	workshop	40	4	Credit with a grade
5 Br	rand creation	workshop	40	4	Credit with a grade
N	umber of hours and points		160	16	
D4.	SPECIALIST SUBJECTS - SPEC	IALISATION: HR and talent	management		
	lotivation system in an rganisation	workshop	40	4	Credit with a grade
, Te	eam management in an Iternational company	workshop	40	4	Credit with a grade
1 0	occupational stress management	workshop	40	4	Credit with a grade
5 In	terpersonal communication	workshop	40	4	Credit with a grade
N	umber of hours and points		160	16	

	5 SPECIALIST SUBJECTS - SPEC	CIALISATION: Business leadershi	n –		
	Motivation system in an				
2	organisation	workshop	40	4	Credit with a grade
3	Leadership ethics	workshop	40	4	Credit with a grade
4	Occupational stress management	workshop	40	4	Credit with a grade
5	Manager's workshop	workshop	0	4	Credit with a grade
	Number of hours and points		120	16	
D (SM		CIALISATION: Management of sm	all and mo	edium-si	zed enterprises
2	Customer relationship management	workshop	40	4	Credit with a grade
3	Business plan as a management	workshop	40	4	Credit with a grade
4	tool Valuation and management of the	workshop	40	4	Credit with a grade
	enterprise value	·			-
5	Leadership and motivation	workshop	40	4	Credit with a grade
D	Number of hours and points	CIALISATION: Management and n	160	16 in tourier	n hospitality and
	tronomy	SALIDATION. Management and h	harketing	in tourisi	h, hospitality and
2	Management in the hospitality and gastronomy industry	workshop	40	4	Credit with a grade
3	Planning tourist events	workshop	40	4	Credit with a grade
4	Promotion and sale of hospitality services	workshop	40	4	Credit with a grade
5	International tourism	workshop	40	4	Credit with a grade
	Number of hours and points		160	16	
D	8. SPECIALIST SUBJECTS – SPEC	CIALISATION: International busin	ess and m	arketing	
2	Public relations	workshop	40	4	Credit with a grade
3	International marketing	workshop	40	4	Credit with a grade
4	Marketing planning	workshop	40	4	Credit with a grade
5	Brand creation	workshop	40	4	Credit with a grade
	Number of hours and points			10	
-	Number of flours and points		160	16	
		CIALISATION: Diplomacy, negotia		-	nication in
	9. SPECIALIST SUBJECTS - SPEC	CIALISATION: Diplomacy, negotia		-	nication in Credit with a grade
inte	9. SPECIALIST SUBJECTS – SPEC ernational business		ations and	commun	
inte 2	9. SPECIALIST SUBJECTS - SPEC ernational business Savoir vivre in business	workshop	ations and 40	commun 4	Credit with a grade
inte 2 3	9. SPECIALIST SUBJECTS - SPEC ernational business Savoir vivre in business Business negotiations	workshop workshop	ations and 40 40	commun 4 4	Credit with a grade Credit with a grade
inte 2 3 4	9. SPECIALIST SUBJECTS – SPEC ernational business Savoir vivre in business Business negotiations International business Integrated business	workshop workshop workshop	40 40 40 40	commun 4 4 4	Credit with a grade Credit with a grade Credit with a grade
inte 2 3 4 5	9. SPECIALIST SUBJECTS - SPEC ernational business Savoir vivre in business Business negotiations International business Integrated business communication Number of hours and points	workshop workshop workshop	40 40 40 40 40 40 160	commun 4 4 4 4	Credit with a grade Credit with a grade Credit with a grade
inte 2 3 4 5	9. SPECIALIST SUBJECTS - SPEC ernational business Savoir vivre in business Business negotiations International business Integrated business communication Number of hours and points	workshop workshop workshop workshop	40 40 40 40 40 40 160	commun 4 4 4 4	Credit with a grade Credit with a grade Credit with a grade
inte 2 3 4 5	9. SPECIALIST SUBJECTS - SPEC ernational business Savoir vivre in business Business negotiations International business Integrated business communication Number of hours and points 10. SPECIALIST SUBJECTS - SPE Public relations E-communication and Social	workshop workshop workshop workshop CIALISATION: Image communica	40 40 40 40 40 160 ation	commun 4 4 4 4 16	Credit with a grade Credit with a grade Credit with a grade Credit with a grade
inte 2 3 4 5 D 2	9. SPECIALIST SUBJECTS - SPEC ernational business Savoir vivre in business Business negotiations International business Integrated business communication Number of hours and points 10. SPECIALIST SUBJECTS - SPE Public relations E-communication and Social Media	workshop workshop workshop CIALISATION: Image communica workshop workshop	40 40 40 40 40 160 ation 40	Commun 4 4 4 4 16 16	Credit with a grade Credit with a grade
inte 2 3 4 5 2 2 3	9. SPECIALIST SUBJECTS - SPEC ernational business Savoir vivre in business Business negotiations International business Integrated business communication Number of hours and points 10. SPECIALIST SUBJECTS - SPE Public relations E-communication and Social	workshop workshop workshop workshop CIALISATION: Image communication workshop	ations and 40 40 40 40 160 ation 40 40	Commun 4 4 4 4 4 16 4 4 4 4	Credit with a grade Credit with a grade Credit with a grade Credit with a grade Credit with a grade

	Number of hours and points		160	16	
D	11. SPECIALIST SUBJECTS – SPEC	CIALISATION: Logistics, transpo	rt and ship	oing	
2	Infrastructure in logistics	workshop	40	4	Credit with a grade
3	Economics of transport	workshop	40	4	Credit with a grade
4	Distribution logistics	workshop	40	4	Credit with a grade
5	Domestic and international shipping	workshop	40	4	Credit with a grade
	Number of hours and points		160	16	
D	12. SPECIALIST SUBJECTS – SPE	CIALISATION: Data managemen	t and Big D	ata analy	ytics
2	Cybersecurity	workshop	40	4	Credit with a grade
3	Data analysis methods	workshop	40	4	Credit with a grade
4	IT support for processes and projects	workshop	40	4	Credit with a grade
5	Modelling of business processes	workshop	40	4	Credit with a grade
	Number of hours and points		160	16	
D	13. SPECIALIST SUBJECTS - SPE	CIALISATION: Mobile and digital	marketing		
2	Mobile and digital marketing	workshop	40	4	Credit with a grade
3	Web analytics and Google Ads	workshop	40	4	Credit with a grade
4	Influencer marketing and Social Media	workshop	40	4	Credit with a grade
5	Digital TV	workshop	40	4	Credit with a grade
	Number of hours and points		160	16	
D	14. SPECIALIST SUBJECTS – SPE	CIALISATION: Business psychol	ogy and co	aching	
2	Creative strategy in advertising	workshop	40	4	Credit with a grade
3	Business ethics	workshop	40	4	Credit with a grade
4	Occupational stress management	workshop	40	4	Credit with a grade
5	Customer relationship management	workshop	40	4	Credit with a grade
	Number of hours and points		160	16	
D	15. SPECIALIST SUBJECTS - SPE	CIALISATION: Professional coun	selling and	coachin	ng
2	Career coaching	workshop	40	4	Credit with a grade
3	Career counsellor workshop	workshop	40	4	Credit with a grade
3 4	Career counsellor workshop Personal consulting in practice	workshop workshop	40 40	4 4	Credit with a grade Credit with a grade
		·			Ū
4	Personal consulting in practice	workshop	40	4	Credit with a grade
4 5	Personal consulting in practice Coaching style of management Number of hours and points 16. SPECIALIST SUBJECTS - SPEC	workshop workshop	40 40 160	4 4 16	Credit with a grade Credit with a grade
4 5	Personal consulting in practice Coaching style of management Number of hours and points	workshop workshop	40 40 160	4 4 16	Credit with a grade Credit with a grade
4 5 D	Personal consulting in practice Coaching style of management Number of hours and points 16. SPECIALIST SUBJECTS – SPEC Functioning of the local	workshop workshop CIALISATION: Management in p	40 40 160 ublic admin	4 4 16 nistratio	Credit with a grade Credit with a grade
4 5 D 2	Personal consulting in practice Coaching style of management Number of hours and points 16. SPECIALIST SUBJECTS – SPEC Functioning of the local government	workshop workshop CIALISATION: Management in p workshop	40 40 160 ublic admin 40	4 4 16 nistration 4	Credit with a grade Credit with a grade

	Number of hours and points		160	16				
D	D17. SPECIALIST SUBJECTS - SPECIALISATION: Security and cybersecurity management							
2	IT and cybersecurity risk management	workshop	40	4	Credit with a grade			
3	Ensuring personal and physical security of the ICT infrastructure	workshop	40	4	Credit with a grade			
4	Managing and handling security and cybersecurity incidents	workshop	40	4	Credit with a grade			
5	Legal aspects related to the functioning of IT	workshop	40	4	Credit with a grade			
	Number of hours and points		160	16				
D	18. SPECIALIST SUBJECTS – SPE	CIALISATION: Management i	n IT and digital	design				
2	IT security and risk management	workshop	40	4	Credit with a grade			
3	Legal aspects of IT management	workshop	40	4	Credit with a grade			
4	Digital media workstation	workshop	40	4	Credit with a grade			
5	Designing digital applications and tracks	workshop	40	4	Credit with a grade			
	Number of hours and points		160	16				
E	SEMINAR AND INTERNSHIPS							
6	Diploma seminar	discussion group	45	10	Credit with a grade			
	Number of hours and points		45	10				
	Number of hours and points in the whole semester:		263	30				

COLLEGIUM HUMANUM - WARSAW MANAGEMENT UNIVERSITY COURSE OF STUDY: MANAGEMENT LEVEL: 1st degree studies PROFILE: practical MODE: non-stationary COMMENCEMENT YEAR: 2022/2023

the whole semester:



С	OMMENCEMENT YEAR: 2022/2023		COLLECIUMALIUMAANUMA					
		SEMESTER I						
No	Subject name	Form of classes	Hours	ECTS points	Type of credit			
Α	A. GENERAL EDUCATION MODULE							
1	Health & Safety and ergonomics	lecture	4	0	Credit			
2	Foreign language (to be elected)	language class	24	4	Credit with a grade			
3	Sociology	lecture+exercises	24	3	Credit with a grade			
4	Psychology	lecture+exercises+workshop	24	4	Credit with a grade			
5	Information Technology	laboratory	16	2	Credit with a grade			
6	Elements of law and protection of intellectual property	lecture+exercises	16	3	Credit with a grade			
	Number of hours and points		108	16				
В	. PRIMARY EDUCATION MODULE	:						
7	Management	lecture+exercises+workshop	32	5	Credit with a grade			
8	Basics of economics	lecture+exercises	32	5	Exam			
9	Marketing	lecture+exercises+workshop	32	4	Credit with a grade			
	Number of hours and points		96	14				
С	PRACTICAL TRAINING MODULI	E						
	Number of hours and points		0	0				
D	. PRACTICAL TRAINING MODULI	E - SPECIALISATION						
	Number of hours and points		0	0				
E.	SEMINAR AND INTERNSHIPS							
	Number of hours and points		0	0				
	Number of hours and points in		204	30				

R

		SEMESTER II			
No	Subject name	Form of classes	Hours	ECTS points	Type of credit
Α	. GENERAL EDUCATION MODUL	.E			
1	Foreign language (to be elected)	language class	24	4	Credit with a grade
2	Ethics	discussion group+exercises	16	2	Credit with a grade
	Number of hours and points		40	6	
B	PRIMARY EDUCATION MODUL	E			
4	Management	lecture+exercises+workshop	32	5	Exam
5	Quantitative methods in management	lecture+exercises+laboratory	32	4	Credit with a grade
6	Elements of law in the economy	discussion group+workshop	16	3	Credit with a grade
7	Finances	lecture+exercises+workshop	32	4	Exam
8	Marketing research	lecture+workshop	24	4	Exam
9	Accountancy	lecture+exercises+laboratory	40	4	Exam
	Number of hours and points		176	24	
С	. PRACTICAL TRAINING MODUL	E			
	Number of hours and points		0	0	
D	. PRACTICAL TRAINING MODUL	E - SPECIALISATION			
	Number of hours and points		0	0	
E.	SEMINAR AND INTERNSHIPS				
	Number of hours and points		0	0	
	Number of hours and points in the whole semester:		216	30	

		SEMESTER III			
No	Subject name	Form of classes	Hours	ECTS points	Type of credit
A	GENERAL EDUCATION MODUL	E			
1	Foreign language (to be elected)	language class	24	4	Credit with a grade
	Number of hours and points		24	4	
B.	PRIMARY EDUCATION MODULE	:			
2	Organisation design methods	lecture+workshop	16	2	Credit with a grade
3	Organisational behaviours	lecture+exercises+workshop	24	2	Exam
4	Quality management	discussion group+workshop	16	2	Exam
5	IT systems in management	lecture+laboratory	20	2	Credit with a grade
6	Financial accounting	lecture+exercises+laboratory	24	3	Exam
7	Corporate finance	lecture+exercises+workshop	24	3	Exam
	Number of hours and points		124	14	
C	PRACTICAL TRAINING MODULI	E			
8	Business entities in management / Business management	lecture+workshop	16	3	Exam
	Number of hours and points		16	3	
D.	PRACTICAL TRAINING MODULI	E - SPECIALISATION			
	Number of hours and points		0	0	
E.	SEMINAR AND INTERNSHIPS				

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10	Professional practice	internship	240	9	Credit with a grade
	Number of hours and points		240	9	
	Number of hours and points in the whole semester:		404	30	

		SEMESTER IV			
No	Subject name	Form of classes	Hours	ECTS points	Type of credit
A	GENERAL EDUCATION MODULE	E			
1	Foreign language (to be elected)	language class	24	4	Credit with a grade
	Number of hours and points		24	4	
B.	PRIMARY EDUCATION MODULE				
2	Economic forecasting	lecture+laboratory	24	3	Exam
3	Human Resources management	lecture+exercises+workshop	24	3	Exam
4	IT systems in management	lecture+laboratory	20	2	Credit with a grade
5	Financial analysis	lecture+exercises+workshop	24	3	Exam
	Number of hours and points		92	11	
C	. PRACTICAL TRAINING MODULE	E			
6	E-company / Marketing in e- business	discussion group+laboratory	16	3	Exam
7	Introduction to logistics / Logistics management	lecture+exercises	24	3	Exam
	Number of hours and points		40	6	
D.	PRACTICAL TRAINING MODULE	- SPECIALISATION			
	Number of hours and points		0	0	
E.	SEMINAR AND INTERNSHIPS				
8	Professional practice	internship	240	9	Credit with a grade
	Number of hours and points		240	9	
	Number of hours and points in the whole semester:		396	30	

		SEMESTER V						
lo	Subject name	Form of classes	Hours	ECTS points	Type of credit			
A	GENERAL EDUCATION MODULI	1						
	Foreign language (to be elected)	language class	24	4	Credit with a grade			
	Number of hours and points		24	4				
B.	PRIMARY EDUCATION MODULE							
2	Management methods and techniques	lecture+exercises	24	3	Exam			
3	Integrated marketing communication	lecture+workshop	24	3	Exam			
	Number of hours and points		48	6				
С	. PRACTICAL TRAINING MODULE							
	Number of hours and points		0	0				
D	I. SPECIALIST SUBJECTS – SPEC	IALISATION: Marketing						
Ļ	Marketing in e-business	workshop	24	4	Credit with a grade			
5	Integrated marketing communication	workshop	24	4	Credit with a grade			
	Number of hours and points		48	8				
D	2. SPECIALIST SUBJECTS – SPEC	IALISATION: Marketing an	d sales manager	nent				
	Internet and mobile marketing	workshop	24	4	Credit with a grade			
5	Sales methods and techniques	workshop	24	4	Credit with a grade			
	Number of hours and points		48	8				
D	3. SPECIALIST SUBJECTS – SPEC	IALISATION: Internet marl	keting (e-Market	ting and o	e-Commerce)			
L	Websites as a marketing and e-	workshop	24	4	Credit with a grade			
-	commerce tool Instruments of competing in				C C			
5	virtual space	workshop	24	4	Credit with a grade			
	Number of hours and points		48	8				
D	4. SPECIALIST SUBJECTS – SPEC	CIALISATION: HR and talen	t management					
ł	Talent management in a company	workshop	24	4	Credit with a grade			
5	Manager's competences	workshop	24	4	Credit with a grade			
	Number of hours and points		48	8				
D	5. SPECIALIST SUBJECTS – SPEC	IALISATION: Business lead	dership					
ŀ	The basics of leadership	workshop	24	4	Credit with a grade			
5	Manager's competences	workshop	24	4	Credit with a grade			
	Number of hours and points		48	8				
	6. SPECIALIST SUBJECTS – SPEC Es)	CIALISATION: Management	of small and me	dium-si:	zed enterprises			
	Change management in SMEs	workshop	40	4	Credit with a grade			
5	Bookkeeping	workshop	24	4	Credit with a grade			

	Number of hours and points		24	8	
	7. SPECIALIST SUBJECTS – SPE	CIALISATION: Manag	gement and marketing in	n touris	m, hospitality and
gas 4	tronomy Tourist market	workshop	24	4	Credit with a grade
5	Tourism marketing	workshop	24	4	Credit with a grade
	Number of hours and points		48	8	
D	8. SPECIALIST SUBJECTS - SPE	CIALISATION: Intern	ational business and ma	rketing	3
4	International business	workshop	24	4	Credit with a grade
5	Integrated marketing communication	workshop	24	4	Credit with a grade
	Number of hours and points		48	8	
	9. SPECIALIST SUBJECTS – SPE ernational business	CIALISATION: Diplor	nacy, negotiations and o	commu	nication in
4	Diplomatic protocol	workshop	24	4	Credit with a grade
5	Basics of negotiations	workshop	24	4	Credit with a grade
	Number of hours and points		48	8	
D	10. SPECIALIST SUBJECTS – SPE	ECIALISATION: Imag	e communication		
4	Internet and mobile marketing	workshop	24	4	Credit with a grade
5	Marketing strategies in services	workshop	24	4	Credit with a grade
	Number of hours and points		48	8	
D	11. SPECIALIST SUBJECTS - SPE	CIALISATION: Logist	ics, transport and shipp	ing	
4	Introduction to logistics	workshop	24	4	Credit with a grade
5	Supply chain management	workshop	24	4	Credit with a grade
	Number of hours and points		48	8	
D	12. SPECIALIST SUBJECTS – SPE	CIALISATION: Data	management and Big Da	ita anal	lytics
4	Business analytics	workshop	24	4	Credit with a grade
5	Databases	workshop	24	4	Credit with a grade
	Number of hours and points		48	8	
D	13. SPECIALIST SUBJECTS – SPE	CIALISATION: Mobil	le and digital marketing		
4	Internet and mobile marketing	workshop	24	4	Credit with a grade
5	Marketing strategies in services	workshop	24	4	Credit with a grade
	Number of hours and points		48	8	
D	14. SPECIALIST SUBJECTS – SPE	CIALISATION: Busin	ness psychology and coa	ching	
4	Innovation and creativity	workshop	24	4	Credit with a grade
5	Psychology of consumer behaviours	workshop	24	4	Credit with a grade
	Number of hours and points		48	8	
D	15. SPECIALIST SUBJECTS – SPE	CIALISATION: Profe	ssional counselling and	coachi	ng
4	Methodology of the work of a coach	workshop	24	4	Credit with a grade
5	Panorama of coaching tools and approaches	workshop	24	4	Credit with a grade

	Number of hours and points		48	8				
D	D16. SPECIALIST SUBJECTS - SPECIALISATION: Management in public administration							
4	Administrative law	workshop	24	4	Credit with a grade			
5	Constitutional system of state organs	workshop	24	4	Credit with a grade			
	Number of hours and points		48	8				
D	D17. SPECIALIST SUBJECTS - SPECIALISATION: Security and cybersecurity management							
4	IT process management standards	workshop	24	4	Credit with a grade			
5	IT management and organisation	workshop	24	4	Credit with a grade			
	Number of hours and points		48	8				
D	18. SPECIALIST SUBJECTS – SPE	CIALISATION: Management in IT	and digita	al design				
4	Strategic alignment and IT value delivery	workshop	24	4	Credit with a grade			
5	Management of IT resources and capabilities	workshop	24	4	Credit with a grade			
	Number of hours and points		48	8				
E	SEMINAR AND INTERNSHIPS							
6	Diploma seminar	discussion group	30	3	Credit with a grade			
7	Professional practice	internship	240	9	Credit with a grade			
	Number of hours and points		270	12				
	Number of hours and points in the whole semester:		390	30				

SEMESTER VI						
lo	Subject name	Form of classes	Hours	ECTS points	Type of credit	
A. G	ENERAL EDUCATION MODULE	:				
1 Fc	preign language (to be elected)	language class	24	4	Exam	
Nu	umber of hours and points		24	4		
B. PF	RIMARY EDUCATION MODULE					
Nu	umber of hours and points		0	0		
C. PI	RACTICAL TRAINING MODULE	:				
Nu	umber of hours and points		0	0		
D1. S	SPECIALIST SUBJECTS - SPEC	ALISATION: Marketing				
2 Pu	ublic relations		24	4	Credit with a grade	
	-communication and Social edia		24	4	Credit with a grade	
	arketing planning		24	4	Credit with a grade	
Br	rand creation		24	4	Credit with a grade	
Nu	umber of hours and points		96	16		
D2. \$	SPECIALIST SUBJECTS – SPEC	IALISATION: Marketing a	nd sales manager	nent		
se Se	ales promotion	workshop	24	4	Credit with a grade	
вм	arketing planning	workshop	24	4	Credit with a grade	
М	arketing strategies in services	workshop	24	4	Credit with a grade	
ы м	erchandising	workshop	24	4	Credit with a grade	
Nu	umber of hours and points		96	16		
D3. 9	SPECIALIST SUBJECTS – SPEC	IALISATION: Internet ma	rketing (e-Marke	ting and o	e-Commerce)	
2 Pu	ublic relations	workshop	24	4	Credit with a grade	
S	-communication and Social edia	workshop	24	4	Credit with a grade	
	arketing planning	workshop	24	4	Credit with a grade	
5 Br	rand creation	workshop	24	4	Credit with a grade	
Nu	umber of hours and points		96	16		
D4.	SPECIALIST SUBJECTS - SPEC	IALISATION: HR and tale	nt management			
	otivation system in an rganisation	workshop	24	4	Credit with a grade	
Τe	eam management in an ternational company	workshop	24	4	Credit with a grade	
0	ccupational stress management	workshop	24	4	Credit with a grade	
5 In	terpersonal communication	workshop	24	4	Credit with a grade	
Nu	umber of hours and points		96	16		

	5 SPECIALIST SUBJECTS - SPEC	CIALISATION: Business leadership			
	Motivation system in an		0.4		
2	organisation	workshop	24	4	Credit with a grade
3	Leadership ethics	workshop	24	4	Credit with a grade
4	Occupational stress management	workshop	24	4	Credit with a grade
5	Manager's workshop	workshop	24	4	Credit with a grade
	Number of hours and points		96	16	
D (SM		CIALISATION: Management of sma	ll and med	lium-siz	ed enterprises
2	Customer relationship management	workshop	24	4	Credit with a grade
3	Business plan as a management	workshop	24	4	Credit with a grade
	tool Valuation and management of the	workshop	24		Credit with a grade
4	enterprise value	·		4	Ũ
5	Leadership and motivation	workshop	24	4	Credit with a grade
	Number of hours and points		96	16	
	7. SPECIALIST SUBJECTS – SPEC tronomy	IALISATION: Management and ma	irketing in	tourism	h, hospitality and
2	Management in the hospitality and gastronomy industry	workshop	24	4	Credit with a grade
3	Planning tourist events	workshop	24	4	Credit with a grade
4	Promotion and sale of hospitality services	workshop	24	4	Credit with a grade
5	International tourism	workshop	24	4	Credit with a grade
	Number of hours and points		96	16	
D	8. SPECIALIST SUBJECTS – SPEC	CIALISATION: International busines	ss and ma	rketing	
2	Public relations	workshop	24	4	Credit with a grade
3	International marketing	workshop	24	4	Credit with a grade
4	Marketing planning	workshop	24	4	Credit with a grade
5	Brand creation	workshop	24	4	Credit with a grade
	Number of hours and points		96	16	
	9. SPECIALIST SUBJECTS - SPEC ernational business	CIALISATION: Diplomacy, negotiati	ions and c	ommun	ication in
2	Savoir vivre in business	workshop	24	4	Credit with a grade
3	Business negotiations	workshop	24	4	Credit with a grade
4	International business	workshop	24	4	Credit with a grade
4 5	International business Integrated business communication	workshop workshop	24 24	4 4	Credit with a grade Credit with a grade
	Integrated business				-
5	Integrated business communication Number of hours and points		24 96	4	-
5	Integrated business communication Number of hours and points	workshop	24 96	4	-
5 D	Integrated business communication Number of hours and points 10. SPECIALIST SUBJECTS - SPE Public relations E-communication and Social	workshop CIALISATION: Image communicati	24 96	4 16	Credit with a grade
5 D 2	Integrated business communication Number of hours and points 10. SPECIALIST SUBJECTS - SPE Public relations	workshop CIALISATION: Image communicati workshop	24 96 on 24	4 16 4	Credit with a grade Credit with a grade
5 D 2 3	Integrated business communication Number of hours and points 10. SPECIALIST SUBJECTS - SPE Public relations E-communication and Social Media	workshop CIALISATION: Image communicati workshop workshop	24 96 on 24 24	4 16 4 4	Credit with a grade Credit with a grade Credit with a grade

	Number of hours and points		96	16			
D	11. SPECIALIST SUBJECTS – SPEC	IALISATION: Logistics, tran	sport and shipp	ing			
2	Infrastructure in logistics	workshop	24	4	Credit with a grade		
3	Economics of transport	workshop	24	4	Credit with a grade		
4	Distribution logistics	workshop	24	4	Credit with a grade		
5	Domestic and international shipping	workshop	24	4	Credit with a grade		
	Number of hours and points		96	16			
D12. SPECIALIST SUBJECTS - SPECIALISATION: Data management and Big Data analytics							
2	Cybersecurity	workshop	24	4	Credit with a grade		
3	Data analysis methods	workshop	24	4	Credit with a grade		
4	IT support for processes and projects	workshop	24	4	Credit with a grade		
5	Modelling of business processes	workshop	24	4	Credit with a grade		
	Number of hours and points		96	16			
D	13. SPECIALIST SUBJECTS – SPEC	CIALISATION: Mobile and di	gital marketing				
2	Mobile and digital marketing	workshop	24	4	Credit with a grade		
3	Web analytics and Google Ads	workshop	24	4	Credit with a grade		
4	Influencer marketing and Social Media	workshop	24	4	Credit with a grade		
5	Digital TV	workshop	24	4	Credit with a grade		
	Number of hours and points		96	16			
D	14. SPECIALIST SUBJECTS - SPE	CIALISATION: Business psyc	chology and coa	ching			
2	Creative strategy in advertising	workshop	24	4	Credit with a grade		
3	Business ethics	workshop	24	4	Credit with a grade		
4	Occupational stress management	workshop	24	4	Credit with a grade		
5	Customer relationship management	workshop	24	4	Credit with a grade		
	Number of hours and points		96	16			
D	15. SPECIALIST SUBJECTS – SPE	CIALISATION: Professional o	ounselling and	coachi	ng		
2	Career coaching	workshop	24	4	Credit with a grade		
3	Career counsellor workshop	workshop	24	4	Credit with a grade		
4	Personal consulting in practice	workshop	24	4	Credit with a grade		
5	Coaching style of management	workshop	24	4	Credit with a grade		
	Number of hours and points		96	16			
D	16. SPECIALIST SUBJECTS – SPE	CIALISATION: Management	in public admin	istratio	on		
2	Functioning of the local government	workshop	24	4	Credit with a grade		
3	Budget economy in administration	workshop	24	4	Credit with a grade		
4	Public procurement	workshop	24	4	Credit with a grade		
	Control and audit in public	workshop	24		Credit with a grade		

	Number of hours and points		96	16				
D	D17. SPECIALIST SUBJECTS - SPECIALISATION: Security and cybersecurity management							
2	IT and cybersecurity risk management	workshop	24	4	Credit with a grade			
3	Ensuring personal and physical security of the ICT infrastructure	workshop	24	4	Credit with a grade			
4	Managing and handling security and cybersecurity incidents	workshop	24	4	Credit with a grade			
5	Legal aspects related to the functioning of IT	workshop	24	4	Credit with a grade			
	Number of hours and points		96	16				
D	18. SPECIALIST SUBJECTS – SPE	CIALISATION: Management in	IT and digital	design				
2	IT security and risk management	workshop	24	4	Credit with a grade			
3	Legal aspects of IT management	workshop	24	4	Credit with a grade			
4	Digital media workstation	workshop	24	4	Credit with a grade			
5	Designing digital applications and tracks	workshop	24	4	Credit with a grade			
	Number of hours and points		96	16				
E	SEMINAR AND INTERNSHIPS							
6	Diploma seminar	discussion group	45	10	Credit with a grade			
	Number of hours and points		45	10				
	Number of hours and points in the whole semester:		165	30				