

**DESCRIPTION OF THE STUDY PROGRAMME FOR THE MANAGEMENT FIELD
OF STUDY
first-cycle studies, practical profile**

1. GENERAL CHARACTERISTICS OF THE STUDY PROGRAMME	
Faculty of study:	Faculty of Administration and Social Sciences
1.1 Programme of study/field of study/speciality	Field of study: Management Specialities: - Business management - Modern human resources management - Management in sport and recreation - Logistics management in e-commerce
1.2 Level of study	First-cycle studies
1.3 Level of the Polish Qualifications Framework	Level 6 of the Polish Qualifications Framework
1.4 Profile of study	Practical
1.5 Form(s) of study	Full-time studies/part-time studies
1.6 Number of semesters and ECTS credits required for the completion of studies	6 semesters 180 ECTS credits
1.7 Total number of teaching hours on full-time studies/part-time studies	Full-time studies- 2290 hours, including 6-month student work placements. Part-time studies- 1700 hours, including 6-month student work placements.
1.8 Total number of ECTS credits obtained from humanities or social sciences	180 ECTS
1.9 Academic degree awarded to graduates, ISCED CODE. Synthetic description of professional characteristics and work positions for the graduates	<p>Bachelor's degree, ISCED code 0413</p> <p>The graduate holding the above qualification knows, at an advanced level, what concepts, methods and theories constitute general knowledge of management sciences and the related sciences, as well as having knowledge of operating activities of business entities, taking into account the organization's nature and management processes. The person is aware of the mechanisms of functioning of contemporary organizations in the changing environment and the processes for managing the organization's key resources within its essential organic functions.</p> <p>The graduate is able to:</p> <ul style="list-style-type: none"> • use appropriate methods and tools, including ICT techniques, to collect and process data to describe and understand phenomena within the organization and in the socio-economic environment, • discuss issues on management with the use of specialized terminology, also in a foreign language at B2+ level <p>The person is also prepared to establish and conduct their own business activity. In addition, he/she is ready to continue studies at the second-cycle programme, at level 7.</p> <p><u>- in the speciality of Business management:</u></p> <p>The person is able to formulate and solve complex and non-typical problems of a practical nature related to the management of entities conducting a business activity and, in particular, to perform the following tasks:</p> <ul style="list-style-type: none"> • describing, analyzing and anticipating phenomena and processes taking place in socio-economic organizations and their surroundings, • applying appropriate methods and procedures for the proper performance of tasks within the essential functional areas of the organization, which are typical of the organization and for the fulfilment of a professional management role,

- developing reports, analyses and forecasts for decision-making in key areas of the organisation activities.
- The holder of the above qualifications is prepared to work in analytical, specialized, subordinate, up to middle management positions in organizations/entities with different characteristics, performing management tasks within the basic functional areas of their operating activities, i.e. sales, marketing, finance, human resources management, logistics, manufacture and services. In addition, he/she is prepared to establish and conduct a business activity.
- in the speciality of Modern human resources management:
- The graduate is able to formulate and resolve complex and non-typical of a practical nature in the area of human resources management in business entities, and in particular to perform the following tasks:
- making a diagnosis of the phenomena and processes taking place in socio-economic organizations and their surroundings in the context of the management of the social potential of the organization,
 - acquiring the staff and competences for the organization,
 - designing and running human and competence development programmes,
 - supervising processes of work performance assessment,
 - designing remuneration schemes
 - implementing solutions promoting optimal working conditions
 - developing summaries, reports, analyses and forecasts for decision-making in the area of human resources management
- The person holding the above qualification is prepared to work
- in enterprises producing goods and services, in commerce, in insurance companies, in industry as a human resource employee, a personnel specialist,
 - as specialists in institutions representing different areas of human resources management, e.g. in training companies, in job centres.
- in the speciality of Management in sport and recreation:
- The person is able to formulate and solve complex and unusual problems of a practical nature in the management of entities conducting a business activity, especially sport organizations, and, in particular, is able to perform the following tasks:
- describing, analyzing and anticipating phenomena and processes in socio-economic organizations, in particular sport organizations and their surroundings,
 - applying theoretical knowledge to solve practical problems related to management and effective decision-making in various organizations in the sport sector,
 - developing a plan for a sporting event and analyzing the circumstances affecting its organization and conduct,
 - conducting marketing activities in sport and using public relations tools in the management of sport organizations,
 - shaping relations with diverse stakeholders of sport organizations.
- The person holding the above qualification is prepared to work as an adviser, consultant or manager in various sport organizations and is ready to establish and conduct their

	<p>own business activity in the sport market. <u>-in the speciality of Logistics management in e-commerce:</u> The person is able to formulate and solve complex and unusual problems of a practical nature in the management of entities conducting a business activity, especially in the e-commerce sector, and in particular is able to perform the following tasks:</p> <ul style="list-style-type: none"> • analyzing and subsequently improving the effectiveness of logistics processes in qualitative, cost and operational terms, • using e-logistic solutions and modern technologies, including IT, to optimize logistics processes, including transport and storage processes, • automating and standardizing logistic processes and using the lean approach to manage logistic processes, • assessing the cost, quality and operational functioning of supply chains; • optimizing the choice of means of transport and planning the optimal route of transport to national and international destinations in economic and legal terms. <p>The person holding the above qualification is prepared to work as specialists in the area of storage logistics, transport services, freight forwarding, customer service, implementation of e-commerce IT solutions in national and international companies and is ready to establish and conduct their own business activity in the field of consultancy, logistics and e-commerce.</p>
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2. LEARNING OUTCOMES DEFINED IN THE STUDY PROGRAMME AND THE DISCIPLINES OF SCIENCE ASSIGNED			
2.1 Discipline of social sciences assigned			
Scientific field: social sciences			
No.	Discipline of science	Number of ECTS credits	%
1.	Management and Quality Studies	144	80
2.	Economics and Finance	36	20
Total number of ECTS credits and the percentage of ECTS credits in the programme of study		180	100 %
2.2 Learning outcomes for the field of study with reference to the Polish Qualifications Framework (PQF)			
Field of study:	Management		
Level of education:	Level 6 of the PRK - First-cycle studies		
Profile of study:	Practical	Reference to:	
Learning outcomes symbol for the study programme	Learning outcomes after completing first-cycle studies in Management	universal characteristics for a given PQF level	characteristics for first-cycle studies learning outcomes for qualifications at PQF levels 6
KNOWLEDGE			
The graduate knows and understands:			
K_W01	at an advanced level, theories, concepts and terminology as well as basic general knowledge of management and quality studies (both in Polish and in a foreign language), economics and finance, including practical applications of this knowledge in the field of study-related activities	P6U_W	P6S_WG

K_W02	at an advanced level, types of social structures and institutions at a regional, national and international level; knows how entities operate in the economic system; understands the organization's essence, is aware of principles and mechanisms of their operating activities, taking into account their diversity in terms of objectives, size and scope of their activities	P6U_W	P6S_WG
K_W03	the relationship between market structures and institutions of social life at a regional, national and international level; knows and understands the dependence of management systems on economic factors; knows and understands the relationship between organizations and economic entities and other social institutions of the local and global environment	P6U_W	P6S_WG
K_W04	in greater detail, the types of social ties (organizational, economic, professional, legal and cultural) and the patterns governing these; understands the social relationships within economic organizations and between the organization and its local/global environment and stakeholders	P6U_W	P6S_WG
K_W05	views and perceptions of the human, taken from social sciences to describe the nature and regularity of human behaviour as an economic entity and as a participant (creator) of an organization (including multicultural organizations)	P6U_W	P6S_WG
K_W06	methods and tools for business and management analyses, is familiar with advanced data acquisition, analysis and interpretation techniques to support problem-solving and decision-making processes for the various resources and management areas available worldwide	P6U_W	P6S_WG
K_W07	professional standards and rules (legal, moral, ethical, cultural, organizational), which play an important role in the economic life and the operating activities of organizations; knows and understands the key types of norms and standards for organizations, their sources, the context of change and their importance in organizing social activity and rationalizing resource management. The person knows how to solve the problems underlined by the conflict of social norms and the need to respond to specific dilemmas in the modern economy.	P6U_W	P6S_WK
K_W08	to a bigger extent, the processes of change taking place in the social and economic sphere, taking into account the local and global perspectives. The person knows and understands the reasons and areas for change in the organization as well the processes and principles for institutional and structural change.	P6U_W	P6S_WG
K_W09	at an advanced level, theories covering the evolution of views in the sphere of human economic activity, economic organizations and structures.	P6U_W	P6S_WG
K_W10	concepts, sources and legal arrangements for organizational and legal forms of establishment in both the public and private sectors, taking into account assets protected by intellectual property	P6U_W	P6S_WG P6S_WK

K_W11	concepts of individual entrepreneurship in terms of actions and attitudes, as well as the determinants of its development in the world (legal, economic, socio-cultural, psychological)	P6U_W	P6S_WK
SKILLS The graduate is able to:			
K_U01	observe and interpret social phenomena (using knowledge of management and quality studies, economics and finance); analyze their links with different economic activities and processes in socio-economic organizations on a local and global scale	P6U_U	P6S_UW
K_U02	use knowledge of management and quality studies, economics and finance to describe and practically analyze economic processes and phenomena, including, in particular, socio-economic organizations, taking into account international and multicultural organizations	P6U_U	P6S_UW
K_U03	use knowledge related to management and quality studies as well as economics and finance to properly analyze the causes and course of economic processes and phenomena, changes in socio-economic organization and management processes, as well as economic behaviour	P6U_U	P6S_UW
K_U04	use standard methods and tools relevant to management and quality studies as well as economics and finance to predict the course and practical effects of socio-economic phenomena, including business organizations, their surroundings and stakeholders	P6U_U	P6S_UW
K_U05	make appropriate use of the normative systems that govern the process of conducting a business activity and the selected legal, ethical and professional standards that are necessary for the proper performance of tasks, problem solving and professional management role, taking into account the international environment	P6U_U	P6S_UW
K_U06	integrate the skills acquired during professional practice/internship and experience gained in different fields, as well as in the process of solving problems related to his/her professional role as an entrepreneur, manager, specialist	P6U_U	P6S_UW
K_U07	assess the usefulness of methods and procedures, as well as examples of good practices, and apply them appropriately supporting the decision-making process in the sphere of management and solving problems typical of organizations, while at the same time taking into account the associated risks. He/she is able to apply decision support tools related to the development of information technology	P6U_U	P6S_UW
K_U08	make observations and analyze social phenomena using the knowledge from the fields of management and quality, and also using for this purpose the tools that have emerged from the development of information technology	P6U_U	P6S_UW

K_U09	prepare, both in Polish and in foreign languages, standard written papers (statements, simple reports, analyses and expert opinions) which are used in decision making in various areas of business activity and management, using key theoretical approaches and a variety of sources available worldwide	P6U_U	P6S_UW
K_U10	prepare oral presentations and speak freely in Polish and foreign languages on issues related to economics and management, using basic theoretical approaches, as well as a variety of globally available sources	P6U_U	P6S_UK
K_U11	use foreign language skills, including those relevant to the 'Management' field of study, in accordance with the requirements specified for level B2 of the European Framework of Reference for Languages	P6U_U	P6S_UK
K_U12	define priorities and create a plan for self-development being in line with the concept of lifelong learning in the field of professional and social activity	P6U_U	P6S_UU P6S_UO
K_U13	manage the learning process (individual learning and group learning), identifying and using available resources	P6U_U	P6S_UU P6S_UO
K_U14	participate in the work of various teams (working teams, task teams, project teams, management teams) and be aware of the dynamics of the group processes in which they participate as a member, taking a variety of roles including a culturally diverse group	P6U_U	P6S_UO
K_U15	communicate constructively in a variety of environments, including those representing fields other than management and other cultures, also communicate effectively in essential interpersonal and decision-making situations typical of the role of manager	P6U_U	P6S_UO
K_U16	systematically identify, plan and monitor the development of their own competences (knowledge, skills and attitudes)	P6U_U	P6S_UU
SOCIAL COMPETENCIES The graduate is prepared to:			
K_K01	critically analyze existing knowledge in the process of diagnosing problems arising in the management and planning of their solutions	P6U_K	P6S_KK
K_K02	critically analyze professional and social roles, defining the ethical and moral issues involved	P6U_K	P6S_KO
K_K03	act in accordance with the principles of professional ethics, taking into account the consequences of the impact of the economic sphere on other areas of the society on a local and global scale	P6U_K	P6S_KR
K_K04	introduce and participate in projects and organizational changes (including those in a foreign language environment), taking into account their social, multicultural, economic, legal and technological aspects	P6U_K	P6S_KO P6S_KR
K_K05	exploit emerging opportunities for creating the value added (social and economic)	P6U_K	P6S_KO

K_K06	change existing activities in order to improve resource efficiency	P6U_K	P6S_KO
K_K07	initiate processes in the socio-economic sphere and take the associated risks	P6U_K	P6S_KO

2.3	Method of verification and assessment of the learning outcomes	<p>The following methods are used to verify the learning outcomes: written exams (e.g. tests) and oral exams; written and oral credits; projects, presentations, a talk, case studies, task/problem resolution, group discussion, e-learning, developing of reports and presentation of their results, implementation of a degree seminar as well as an assessment of the student behaviour and engagement during the classes.</p> <p>The verification covers all categories of areas (knowledge, skills and social competences) and the learning outcomes are the basis for determining the scope of the learning content and their place in education modules. Within the framework of different modules, the verification of the learning outcomes takes place at two levels: through a formative assessment, which is carried out throughout the semester and serves both the student and the lecturer to assess the progress of learning and the validation of the learning methods, and a summative assessment conducted at the end of the semester needed to evaluate whether and to what extent the student has achieved the assumed learning outcomes.</p> <p>The adequacy of the learning outcomes for the Management field of study is assessed not only by the students (in the form of an assessment questionnaire) but also by the academic staff responsible for conducting particular modules, and employers engaged in the activities of the Faculty Committee for Study Programmes and Teaching Quality Assurance. The assessment of verification of the learning outcomes made in the course of 'Graduate Tracer Studies' is used for the same purpose as well.</p> <p>The WSEI University of Lublin has developed tools to validate the assumed learning outcomes. They are supported by measures for the achievement of the students' learning outcomes, divided into two groups:</p> <p>A. quantitative measures; B. qualitative measures.</p> <p>Therefore, the verification of the assumed learning outcomes for the Management field of study takes place at two main levels: the module level and the programme level, respectively. In the former, the degree of the achievement of the module learning effects is assessed, whereas in the latter, the learning outcomes defined for the Management field of study, first-cycle studies, are evaluated.</p>
2.4	Analysis of the correlation of the assumed learning outcomes with the needs of the labour market and the results obtained from the assessment analysis	<p>The learning outcomes for the Management field of study, first-cycle studies, fully meet the expectations of many employers, and help the graduates learn the basics of running a business activity. The analysis of the correlation of the assumed learning outcomes with the needs of the labour market is conducted jointly by the academic staff, the students, the graduates and employers. The results obtained from the assessment analysis give way to a constant improvement of the study programme.</p> <p>The university cooperates with external entities on the basis of the contracts signed. Consultation and cooperation with the socio-economic environment is primarily aimed at improving the quality of education at the Faculty.</p> <p>The established and continuously developing cooperation with external parties is manifested by:</p> <ul style="list-style-type: none"> – appointing employers' representatives to co-work with the faculty committee for Study Programmes and Education Quality Assurance, – participating in the activities of a group of social and economic experts at WSEI University, made up of employers representing over 20 leading institutions and companies in the province of Lublin; taking part in the University Convention by the local community representatives, – creating an educational offer based on ongoing analyses of the local labour market and in direct cooperation with entrepreneurs, – signing business agreements to organise study visits and meetings with employers for the students, – conducting assessments and executing other tasks on behalf of external stakeholders. <p>The study programme on the first-cycle studies in the field of Management is continuously monitored by the university environment and adapted to the needs of employers and the local labour market. Modifications to study programmes are made in consultation with</p>

external experts as well as the students and graduates, who often represent management staff.

3. LIST OF COURSES / MODULES, A DETAILED STUDY PLAN

3.1	Classes or groups of classes (modules) including the number of ECTS credits assigned	<p>General academic modules: 10 ECTS credits - General module – 5 ECTS - Humanistic module – 5 ECTS - Physical education module – 0 ECTS Field of study-related modules: 55 ECTS credits Student-selected modules: 83 ECTS credits - Foreign language module: 12 ECTS credits - Optional modules – 5 ECTS - Speciality modules –56 ECTS - Seminar and a degree examination – 10 ECTS Student work placement: 32 ECTS Total: 180 ECTS</p>																																																																																										
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Enterprise logistics	7	GRADED CREDIT
Speciality modules II: Modern human resources management	56	
Organizational behaviour	7	EXAM
Marketing and internal communication	7	GRADED CREDIT
Marketing research in the enterprise	7	GRADED CREDIT
Operational and strategic management in the enterprise	7	EXAM
Acquisition of competences	7	GRADED CREDIT
Development of competences	7	GRADED CREDIT
Work evaluation and remuneration	7	GRADED CREDIT
Health and the working environment	7	GRADED CREDIT
Speciality modules III: Management in sport and recreation	56	
Organizational behaviour	7	EXAM
Marketing in the company	7	GRADED CREDIT
Marketing research in the company	7	GRADED CREDIT
Operational and strategic management in the company	7	EXAM
Management in sport and recreation	7	GRADED CREDIT
Organization of sports events	7	GRADED CREDIT
Sport marketing	7	GRADED CREDIT
Public relations and social media in sport and recreation	7	GRADED CREDIT
Speciality modules IV: Logistics management in e-commerce	56	
Organizational behaviour	7	EXAM
Marketing in the company	7	GRADED CREDIT
Marketing research in the company	7	GRADED CREDIT
Operational and strategic management in the company	7	EXAM
Analysis of e-commerce storage processes	7	GRADED CREDIT
Modern technologies and information systems used in courier companies	7	GRADED CREDIT
Logistics in transport	7	GRADED CREDIT
E-commerce logistics	7	GRADED CREDIT
Seminar and Degree Examination	10	EXAM
Total of study programme for speciality I: Business management	148	
Total of study programme for speciality II: Modern human resources management	148	
Total of study programme for speciality III: Management in sport and recreation	148	
Total of study programme for speciality IV: Logistics management in e-commerce	148	
Student work placement	32	MODULE GRADE

		Total number of hours and ECTS credits in the Speciality I study programme: Business management	180	
		Total number of hours and ECTS credits in the Speciality II study programme: Modern human resources management	180	
		Total number of hours and ECTS credits in the Speciality III study programme: Management in sport and recreation	180	
		Total number of hours and ECTS credits in the Speciality IV study programme: Logistics management in e-commerce	180	
3.2	Detailed study plan	The detailed programme of study and the study plan are available in a paper version at the Dean's Office of the Faculty of Administration and Social Sciences, and after logging into the e-learning platform.		
4 DURATION, PROCEDURE AND FORM OF STUDENT WORK PLACEMENTS, THE NUMBER OF ECTS CREDITS FOR A PRACTICAL PROFILE OF THE STUDY PROGRAMME				
<p>Student work placements last for 6 months (being assigned 32 ECTS), and the specific learning outcomes for the placements are defined in the Student Work Placement Programme for the Management field of study, first-cycle studies, practical profile.</p> <p>The conditions for obtaining credit by the students on the learning outcomes during work placements are specified in the Ordinance of the Rector of the WSEI University of Lublin, under which the student placement is divided into two parts:</p> <p>I. Student work placement conducted by an employer at the University.</p> <p>II. Student work placement conducted by an employer (on the employer's premises).</p> <p>There are two possibilities to implement student work placements at the University, i.e.:</p> <p>1. A student work placement in a company chosen by the student, and whose business profile is in line with the field of study and has been accepted by the WSEI University Student Work Placement Supervisor.</p> <p>2. A student work placement organized by the University.</p>				
5. STUDENT-SELECTED MODULES INCORPORATED INTO THE STUDY PROGRAMME				
<p>The number of ECTS credits obtained from student-selected modules (at least 30% of the overall number of ECTS credits): 115 ECTS credits, which constitutes about 64% of the overall ECTS credits in the programme of study, i.e. Student-selected modules include:</p> <p>Foreign language (English, German and Russian) — 12 ECTS credits;</p> <p>Modules of selected speciality — 56 ECTS credits;</p> <p>Optional modules — 5 ECTS credits;</p> <p>Degree Seminar — 10 ECTS credits;</p> <p>Student work placement — 32 ECTS credits.</p>				
6. NUMBER OF ECTS CREDITS OBTAINED FROM DEVELOPING PRACTICAL SKILLS IN THE PROGRAMME OF STUDY, PRACTICAL PROFILE				
<p>Within the framework of the Management programme of study, first-cycle studies, practical profile, the number of ECTS credits to be obtained from developing practical skills is 114.</p>				
7. DESCRIPTION OF CONDITIONS FOR CONDUCTING THE STUDIES				
7.1	Method of organization and implementation of the education process	<p>First-cycle studies in the field of Management are practical studies conducted in a modular system.</p> <p>The study programme includes:</p> <ul style="list-style-type: none"> • general academic modules and their courses; • field of study related modules and their courses; • specialization modules; • optional modules • seminar module and degree examination; • 6-month student work placements. <p>The modular education system combines developing practical skills with gaining necessary theoretical knowledge and its application in particular professional situations. The student is also given an opportunity to use the knowledge obtained during laboratory classes, project work and student work placements, as well as being in direct contact with an employer, getting familiar with the conditions in the labour market and gaining work experience during studies.</p> <p>Part of the classes in different modules on some selected courses are run by business practitioners, with many years of professional experience related to the learning outcomes</p>		

		<p>for the Management field of study, first-cycle studies.</p> <p>First-cycle studies in the field of Management comprise 4 specialities:</p> <ul style="list-style-type: none"> • Business management; • Modern human resources management • Management in sport and recreation • Logistics management in e-commerce
7.2	Conducting classes that develop the students' practical skills	<p>Classes developing the students' practical skills, that are incorporated into the study programme, are conducted:</p> <p>1) in the proper conditions for a particular professional activity;</p> <p>2) in the way that makes it possible for the students to perform practical tasks.</p> <p>In order to facilitate the process, the students are given access to the university laboratories, including computer rooms with statistics software installed such as, among others, Statistica, used for drawing up economic and financial analyses, developing business plans and programs supporting the process of management, e.g. iCargo. The students also make use of software that acts as an advisory tool which facilitates the process of decision-making in a company. As part of the implementation of the training programme, simulated management games developed by the academics are used.</p> <p>The student also has the possibility to carry out certain specific practical activities during study visits to employers.</p>
7.3	Selected study programme indicators	<p>The study programme:</p> <ul style="list-style-type: none"> – determines the total number of ECTS credits to be obtained by the student from courses with the direct participation of the academic staff or other trainers, i.e. at least 92 ECTS credits on full-time studies and 68 ECTS credits on part-time studies – defines the number of ECTS credits to be obtained by the student in humanities and/or social sciences, i.e. 5 ECTS credits (Humanistic module A) – first-cycle programme, full-time studies also include physical education courses of not less than 60 hours; no ECTS credits are assigned to physical education classes; – determines the total number of 114 ECTS credits to be obtained by the student from practical classes
7.4	Systematic assessment and improvement of the study programmes	<p>The Management study programme, first-cycle studies, is systematically assessed by the academic staff, the students, the graduates and employers. The results obtained from the assessment analysis give way to a constant improvement of the study programme.</p> <p>The Faculty Committee for Study Programmes and Teaching Quality Assurance Programmes monitors the changes made to the programme, and ensures that they do not exceed 30% of the total number of the learning outcomes defined in the study programme. The changes to the study programme are introduced at the beginning of a new cycle of study, and the changes can only be made in the course of study. These may involve:</p> <ul style="list-style-type: none"> – the changes in the selection of the educational content passed to the students during classes, including the most recent scientific achievements or those related to a professional activity; – the changes necessary to eliminate deficiencies found by the Polish Accreditation Committee; – the changes necessary to adjust the programme of study to the amendments to commonly applicable legal regulations. <p>The information about the changes to the programme of study, introduced in the course of the cycle of study, is made available in the public information bulletin on the website of the University, at least a month before the commencement of the semester the changes refer to.</p>
7.5	Library resources	<p>The university is equipped with a modern computerised library which gives full access to books recommended for the Management field of study as well as to electronic resources of knowledge, both in Poland and abroad.</p>
7.6	Implementation of the classes	<p>Full-time studies – classes are conducted from Monday to Friday, between 8a.m and 6 p.m.;</p> <p>Part-time studies– classes are conducted every two weeks, on Saturdays and Sundays, from 8a.m. to 8p.m., except student work placements.</p>