

**Appendix No. 5 to the Regulations of the project entitled Integrated Program of the Katowice School of Economics in Katowice (task 1 - Preparation and implementation of the education programme at the field of study: Management in English - specialisation "International Business and Tourism" (module 1).**

## **DESCRIPTION OF THE FIELD OF THE STUDY AND THE GRADUATE PROFILE**

Faculty: **Management at KSE**

Field of study: **Management**

Level of study: **first-cycle study programme (bachelor level, degree “licencjat”)**

Mode of study: **full-time studies**

Specialisation: **International Business and Tourism**

Duration of studies: **3 years (6 semesters)**

Course language: **English**

### **Description of studies and specialisations:**

The main purpose of the studies is to prepare and educate students in the scope of management, international relations and administration. A modern study program will enable students to understand the marketing strategy of both national and international companies operating in modern economic conditions. These skills will allow for developing business and for making bold decisions in business practice.

The specialisation is created for Polish and international students who want to participate in international exchanges. After completing this specialisation, students may continue their studies at the second-cycle study programme: master studies, or start their professional career in international enterprises both nationally and abroad, as the acquired qualifications and skills will enable further professional development in an English-speaking business environment.

During the course of the study program, students will have the opportunity to take the VEC (Vocational English Certificate) exam – international certificate confirming the practical knowledge of business language in different areas such as management, tourism, client service, logistics, nursing, physiotherapy.

VEC is an innovative examination that covers the widest variety of professions in the current market. As such, it provides a solid reference for your linguistic skills in your chosen career and can provide a competitive advantage on your CV.

## **Graduate profile:**

Individuals taking up the challenge of learning in English will complete their studies and will have a chance to achieve professional success in many areas. The skills acquired during the studies will allow them to have an excellent orientation in the issues of international management and operation of enterprises, so that they will be able to include advisory positions in the field of finance, management and marketing in the country and abroad. Studies in international teams will ensure that communication and teamwork skills will result in professional success, and the interdisciplinary programme of studies opens wide horizons for the graduates.

The labour market in the current conditions means that the graduate will be prepared both in theoretical and practical terms for professional work. The experience gained during the studies will help graduates find solutions in difficult economic situations. The challenges of the modern world resulting from the labour market will be realized during an interesting study program offered by KSE.