

Appendix No. 6

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).

Selected education outcomes

for the field of study: Management - specialisation "International Business and Tourism"

general education outcomes for the specialisation International Business and

	KNOWLEDGE	
IBT_W01 (Z_W01; T1_W01)	Has general knowledge of areas, fields and scientific disciplines describing human and economic needs, understands the functioning of the market and its entities, concerning various production, commercial and service industries, including tourism, recreation and other leisure services	1A_W01, S1A_W01, S1A_W05, S1A_W06, S1A_W07
IBT_W02 (Z_W02, Z_W03; T1_W03)	Identifies functional areas of broadly understood organizations and interdependencies between them and their environment, has the knowledge about positive and negative tendencies and changes resulting from global processes and phenomena	S1A_W01, S1A_W08, S1A_W09, P1A_W01
IBT_W03 (Z_W03, T1_W04)	Has knowledge about the impact of various conditions and factors affecting production, commercial and service organizations as well as the natural environment and space management for the needs of tourism and other leisure services	S1A_W04, S1A_W07, S1A_W08, P1A_W05
	SKILLS OVERVIEW	
IBT_U01 (Z_U01; T1_U01)	Has the ability to observe and interpret the basic phenomena occurring in the economy in terms of production, trade and tourism	S1A_U03, S1A_U07, S1A_U08

IBT_U02 (Z_U03, T1_U02; T1_U05)	Is able to determine the structure of needs along with the ways of satisfying them for various economic forms, including tourism. Is able to develop a basic business plan for economic activities, including tourism and complementary areas	S1A_U03, S1A_U07, S1A_U08
IBT_U03 (Z_U04, Z_U05; T1_U03;T1_U04)	Recognizes the mission, values and profile and rules of the organization. Is able to prepare the documentation mentioned above Is able to determine the components of the tourist offer for various segments of the tourist market and prepare relevant documents. Knows the basic directions of using various forms of information and promotion appearing in management and tourism together with the principles of first contact with the customer	S1A_U03, S1A_U07, P1A_U03, S1A_U01
COMPETENCES		
IBT_K01 (Z_K01)	Is prepared for lifelong learning and can improve his/her knowledge and skills throughout the entire period of professional activity	S1A_K01; S1A_K06
IBT_K02 (Z_K02, T1_K01)	Is able to interact and work in a group, taking specific roles and tasks	S1A_K02; S1A_K05; S1A_K01, S1A_K02, P1A_K02
IBT_K03 (Z_K03; T1_K02)	Is able to set priorities and concentrate resources and measures to implement the tasks and actions resulting from them. Has the ability to search for information for the needs of individual consumers, tailor the offer to their needs, in particular to obtain information for the needs of tourists and entities operating in tourism	S1A_K03, P1A_K03; S1A_K01
IBT_K04 (T1_K03, Z_K04, T1_K05)	Is able to participate in the preparation of projects for social and economic initiatives, including tourism. Is able to properly define the priorities for the implementation of a task set by himself/herself or others	S1A_K03, S1A_K04
IBT_K05 (Z_K06)	Is able to think and act in an entrepreneurial way, being a creative employee or taking a self-employment job	S1A_K02; S1A_K03; S1A_K04; S1A_K07

Education outcomes in the area of Management

	KNOWLEDGE	
Z_W01	Has basic knowledge in the field of economic sciences, in particular, knows the basic types of economic systems and understands the functioning of the market and its entities	S1A_W01; S1A_W02; S1A_W03
Z_W02	Identifies functional areas of the organization and interdependencies between them and mutual relations between organizations, as well as between the organizations and the environment	S1A_W04; S1A_W05; S1A_W07; SA1_W09
Z_W03	Recognizes different types of external conditions and their impact on the organization's activities	S1A_W07; S1A_W08
Z_W04	Explains the concept of organizational culture and understands its impact on the efficiency of the functioning of the employee and teams, as well as on shaping social bonds and identification with the organization	S1A_W09
Z_W05	Interprets basic human concepts based on different theories of motivation and describes the functioning of people and teams of people in the organization	S1A_W05
Z_W06	Describes organizational roles and functions, including the functions of managing people, in the context of the type of organization and the range of their operation	S1A_W04; S1A_W09
Z_W07	Has the knowledge about the methods and tools of obtaining data in specific functional areas of the organization and knows quantitative tools supporting decision-making processes	S1A_W06; S1A_W07
Z_W08	Knows the methods of prospective studies and strategic analysis of the organization and its environment	S1A_W06;
Z_W09	Knows the processes and procedures for making strategic and operational decisions	S1A_W11
Z_W10	Knows the procedures and tools for project management (including investment projects)	S1A_W06

Z_W11	Knows and understands the basic laws, norms and standards governing the functioning of the organization and explains the role and importance of organizational structures and regulations	S1A_W07; S1A_W10
Z_W12	Explains the essence and determinants of entrepreneurship and knows the general principles of creating and developing various forms of entrepreneurship	S1A_W11
Z_W13	Knows and understands the processes of change, their causes, course and consequences, and has knowledge about the cycles of life of organizations, products and technologies	S1A_W07; S1A_W08
	SKILLS OVERVIEW	
Z_U01	Can interpret phenomena occurring in the environment, based on theoretical concepts and changes that the economy is subject to on a local and global scale and is able to analyse the causes, course and effects of these phenomena	S1A_U01; S1A_U03
Z_U02	Is able to apply methods, tools for description and analysis of data and apply the standards in the process of managing the organization	S1A_U02; S1A_U06; S1A_U08; S1A_U09
Z_U03	Is able to apply legal regulations and standards being in force in the organization	S1A_U03; S1A_U05; S1A_U06
Z_U04	Recognizes the mission, values and profile and rules of the organization	S1A_U06
Z_U05	Has the ability to prepare documentation on the processes running in the company	S1A_U05; S1A_U07
Z_U06	As a result of professional training, can identify and apply the organization's profile and resources as well as elements of the environment, including the markets on which the organization operates	S1A_U06
	SOCIAL COMPETENCE	
Z_K01	Is prepared for lifelong learning and can improve his/her knowledge and skills throughout the entire period of professional activity	S1A_K01; S1A_K06
Z_K02	Is able to interact and work in a group, taking specific roles and tasks	S1A_K02; S1A_K05

Z_K03	Is able to set priorities and concentrate resources and measures to implement the tasks and actions resulting from them.	S1A_K03; S1A_K07
Z_K04	Is able manage himself/herself and his/her resources for building and developing a professional career	S1A_K01; S1A_K03; S1A_K04; S1A_K06
Z_K05	Is able to take social initiatives and participate in their implementation	S1A_K02; S1A_K05
Z_K06	Is able to think and act in an entrepreneurial way, being a creative employee or taking a self-employment job	S1A_K02; S1A_K03; S1A_K04; S1A_K07

Education outcomes in the area of Tourism

	KNOWLEDGE	
T1_W01	Has general knowledge of areas, fields and scientific disciplines describing human and economic needs concerning travelling, tourism, recreation and other leisure services	P1A_W01, S1A_W01, S1A_W05, S1A_W06, S1A_W07
T1_W03	Has knowledge about positive and negative tendencies and natural and anthropogenic changes resulting from global processes and phenomena	S1A_W01, S1A_W08, S1A_W09, P1A_W01
T1_W04	Has knowledge about the impact of various conditions and factors affecting natural environment and space management for the needs of tourism and other leisure services	S1A_W04, S1A_W07, S1A_W08, P1A_W05
T1_W05	Has basic knowledge of applying the principles of sustainable development in tourism and complementary fields	S1A_W08, P1A_W08, R1A_W06
T1_W06	Has basic knowledge of the role and importance of tourism and recreation in international, national, regional and local development	S1A_W03, S1A_W06, S1A_W08, P1A_W08
	SKILLS OVERVIEW	
T1_U01	Has the ability to observe and interpret the basic phenomena occurring in tourism	S1A_U03, S1A_U07, S1A_U08
T1_U02	Is able to determine the structure of needs along with the ways of satisfying them for various tourism forms	S1A_U03, S1A_U07, S1A_U08

T1_U03	Is able to determine the components of the tourist offer for various segments of the tourist market	S1A_U03, S1A_U07, P1A_U03
T1_U04	Knows the basic directions of using various forms of information and promotion appearing in tourism together with the principles of first contact with the customer	S1A_U01
T1_U05	Is able to develop a basic business plan for tourism and complementary areas	S1A_U02
T1_U06	Is able to identify possible threats in the process of organizing and servicing tourist and travel traffic at various stages of service provision	S1A_U04, P1A_U03 R1A_U07
T1_U07	Has the basic ability to search and collect information for tourism activities	S1A_U02, P1A_U03
T1_U08	Is able to apply the principles of creating and developing individual entrepreneurship, using knowledge from the field studied	S1A_U05, P1A_W11
T1_U09	Has the ability to create typical written reports and to prepare oral presentations in Polish and a foreign language, considered to be basic for studying tourism	S1A_U09, S1A_U10, P1A_U09, P1A_U04
T1_U10	Has practical skills in organizing and handling tourist events	S1A_U06
T1_U11	Has language skills in accordance with the requirements set for the B2 level of the Common European Framework of Reference of Languages	S1A_U11, P1A_U12
T1_U15	Is able to use typical IT tools used in management and office work	S1A_U02, P1A_U03
T1_U16	Is able to express on professional topics typical for tourism and recreation using terminology applied in natural, social, economic and legal issues	S1A_U01, S1A_U10, P1A_U08
	COMPETENCES	
T1_K01	Is able to interact and work in a group, taking specific roles	S1A_K01, S1A_K02, P1A_K02
T1_K02	Has the basic ability to search and collect information for tourist and entities operating in tourism	S1A_K01



T1_K03	Is able to properly define the priorities for the implementation of a task set by himself/herself or others	S1A_K03, P1A_K03,
T1_K04	Correctly identifies, evaluates and resolves problems related to exercising profession	S1A_K04, P1A_K04
T1_K05	Is able to participate in the preparation of projects for tourism	S1A_K03, S1A_K04
T1_K06	Is able to complete and improve acquired knowledge and skills	S1A_K05, S1A_K06, P1A_K07,
T1_K07	Knows the general principles of creating and developing forms of individual entrepreneurship, using knowledge in the scope of the studied field	S1A_K07, P1A_K08,
T1_K08	Knows and is able to solve difficult situations occurring in dealing with the customer	S1A_K02, S1A_K04
T1_K09	Applies general ethical principles applicable in society as well as ethical norms relevant to tourist activities, including the UNWTO Code of Ethics in Tourism	S1A_K02, S1A_K04
T1_K10	Is responsible for his/her activities for tourists and for the interests of his/her company	S1A_K04, P1A_K06