

# SPECIALISATIONS IN THE FIELD OF MANAGEMENT WITH PMI GAC ACCREDITATION



The GAC Accredited Program seal is a mark of Project Management Institute, Inc.

## 2 YEARS (4 SEMESTERS) OF MASTER'S DEGREE PROGRAMME

### SPECIALITIES:

- Marketing and sales management in South Korean companies
- Business administration in an international environment
- Marketing management in an international environment
- Human resources management in an international environment
- E-business project management in an international environment



VISTULA  
UNIVERSITY



STUDIES ARE CONDUCTED  
IN  OR IN 

## SPECIALISATION: MARKETING AND SALES MANAGEMENT IN SOUTH KOREAN COMPANIES

A graduate of this sub-major is prepared to utilise his/her skills as a Marketing Director, Senior Sales and Marketing Specialist, and PR and Communications Director, in South Korean companies. People, with this sub-major, will know the basics of the Korean language and business culture. They will know how to create appropriate images of brands and organisations from the private and public sectors.



### LIST OF COURSES:

- Marketing strategies of South Korean companies,
- South Korean business culture with elements of Korean language learning,
- Sales and PR of South Korean companies,
- Conditions for managing a South Korean company.



### CAREER AFTER STUDIES:

After this specialisation, you can start working as a Marketing, Sales, and PR specialist in South Korean companies. You will grasp the basics of the Korean language, get to know the Korean business culture, and learn about shaping the image of brands and organisations. from the private and public sectors. You will also gain knowledge about the processes of cultural and social changes.

You will learn about International Marketing at all levels - from market relations to public-private partnership programmes. The above-mentioned issues are presented in the broad context of Marketing and PR issues of companies, commercial and non-profit organisations.

### PROFESSIONAL PERSPECTIVES:

- Marketing Director in a Korean company,
- Senior Sales and Marketing specialist,
- PR and Communication Director.



## **SPECIALISATION: BUSINESS ADMINISTRATION IN AN INTERNATIONAL ENVIRONMENT**

You will learn the key aspects of international activity, which will enable you to either found your own company, or effectively manage a corporation. You will be able to develop effective business strategies and plans, know how to ensure the successful entry of a company into an international market, and acquire the best employees.



### **LIST OF COURSES:**

- International aspects of human capital management,
- Internationalisation of companies,
- Process management in organisations,
- Strategic management.



### **CAREER AFTER STUDIES:**



- Department Director,
- Regional Director (especially on an international scale),
- Chief Executive Officer.

# SPECIALISATION: MARKETING MANAGEMENT IN AN INTERNATIONAL ENVIRONMENT

By choosing this sub-major, you will receive the complete set of skills and knowledge necessary, to manage a marketing department. You will find out how to develop and implement effective marketing, sales plans, and strategies. You will gain expert knowledge of marketing management.

MANAGEMENT WITH PMI GAC ACCREDITATION



- LIST OF COURSES:**
- Digital marketing,
  - Trade marketing,
  - Strategic marketing,
  - Strategic communication.



**CAREER AFTER STUDIES:**



- Marketing Director in an international corporation,
- Sales and Marketing Director,
- Commercial Director.

## SPECIALISATION: HUMAN RESOURCES MANAGEMENT IN AN INTERNATIONAL ENVIRONMENT

You will learn how to effectively recruit the best employees (and how to ensure that they stay in the company), along with how to incentivise them to actively participate in the development of your organisation. You will gain expert knowledge of building and implementing human capital management strategies and programmes.



### LIST OF COURSES:

- International aspects of human capital management,
- Talent management,
- Leadership and change,
- Employer branding.



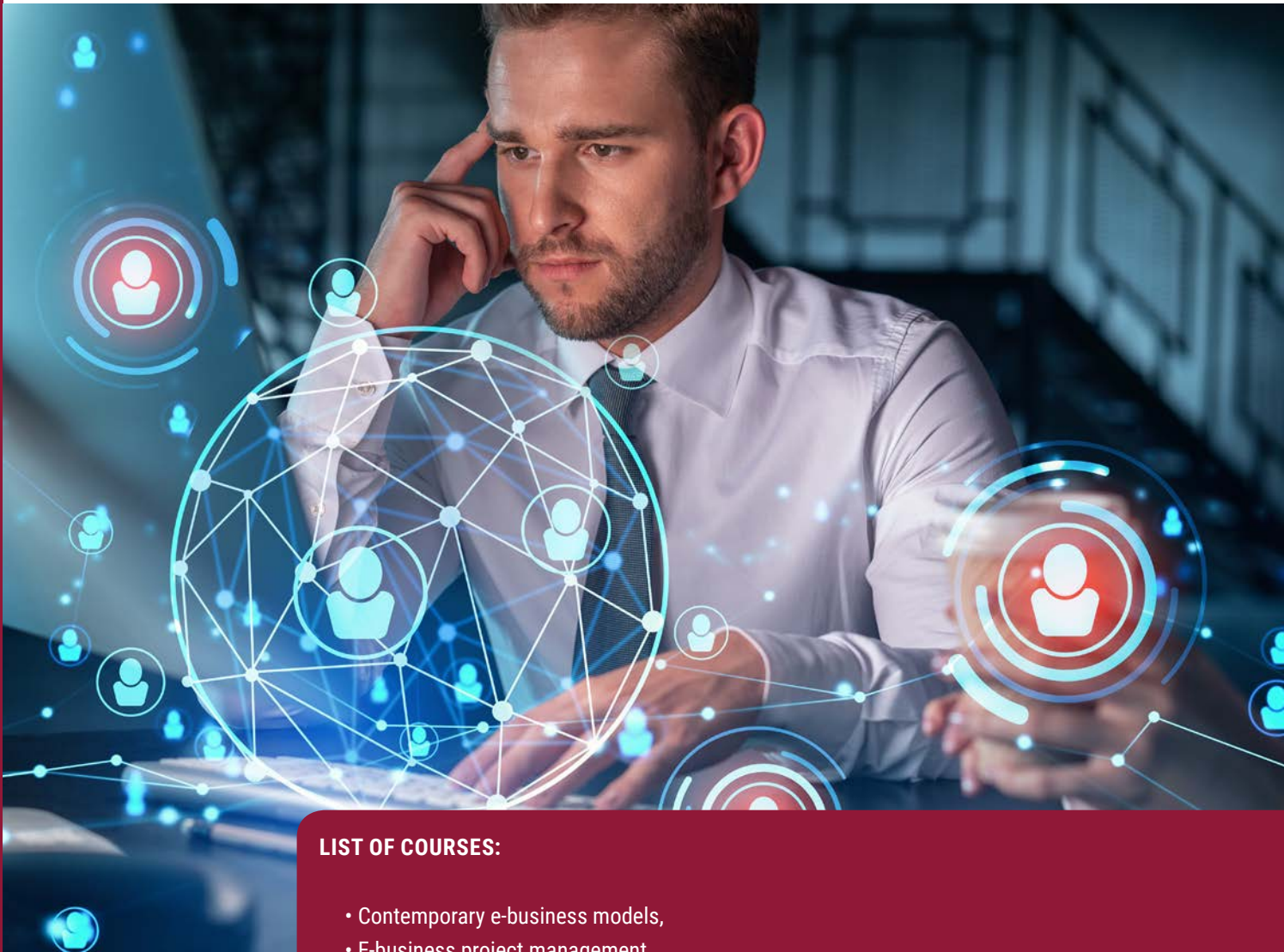
### CAREER AFTER STUDIES:



- HR director in an international corporation,
- Senior Talent Acquisition Specialist,
- Recruitment and Employer Branding Consultant.

## SPECIALISATION: E-BUSINESS PROJECT MANAGEMENT IN AN INTERNATIONAL ENVIRONMENT

You will gain knowledge of the core aspects of e-business, how it is conducted and managed. You will also learn the intricacies of risk management, as well as discovering the possibilities offered by information technologies.



### LIST OF COURSES:

- Contemporary e-business models,
- E-business project management,
- E-business plan,
- Digital marketing.

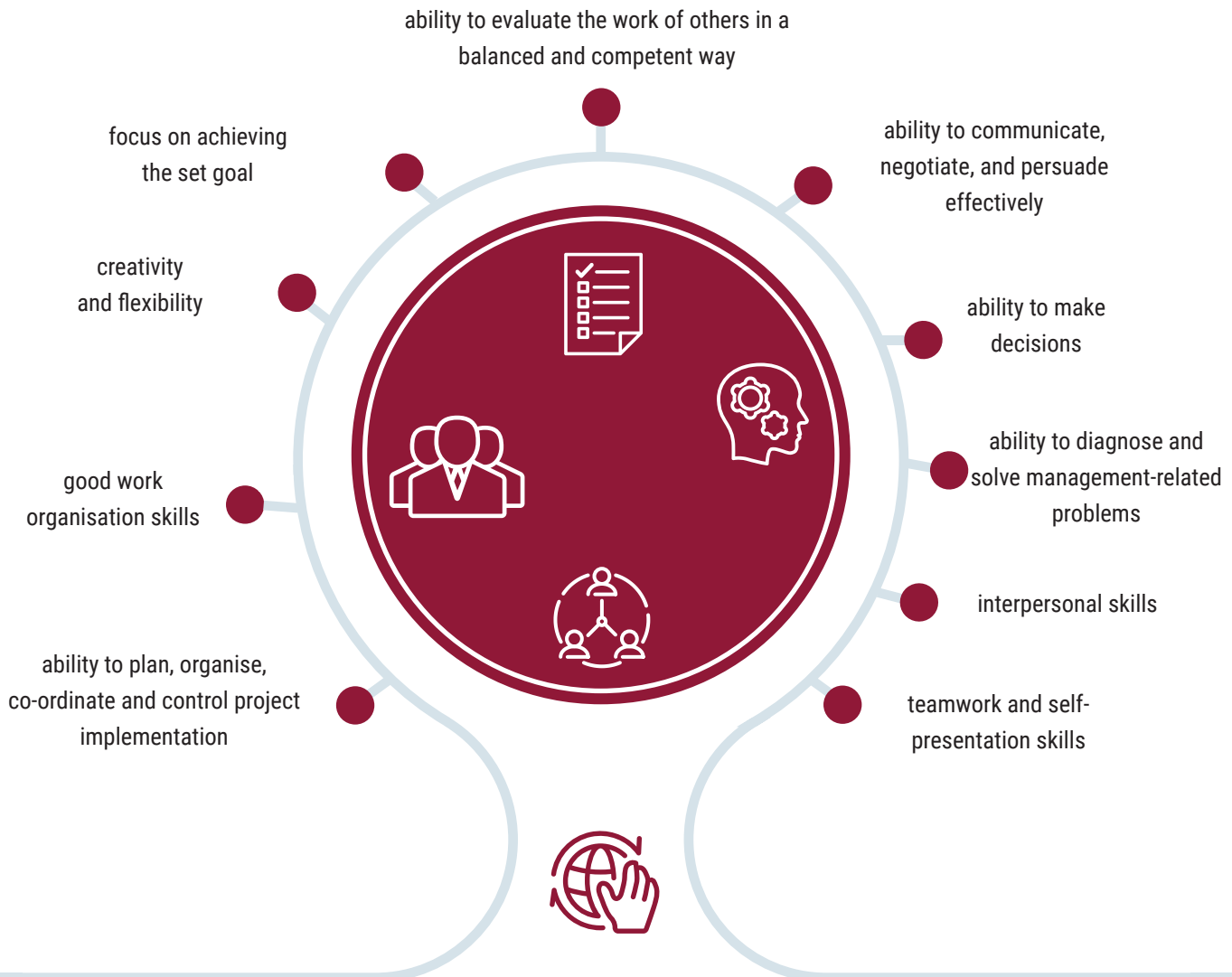


### CAREER AFTER STUDIES:



- E-project Manager,
- E-Commerce Key Account Manager,
- Digital Product Manager.

# ACQUIRED COMPETENCES AND SKILLS IN MANAGEMENT WITH PMI GAC ACCREDITATION



## INTERNATIONAL OFFICE



**address:**

3, Stoklosy St., 02-787 Warsaw, 1<sup>st</sup> floor, room 122



**phone:** + 48 510 858 087

**e-mail:** [admission2@vistula.edu.pl](mailto:admission2@vistula.edu.pl)



# LET'S MEET IN PERSON OR ON-LINE



**VISTULA UNIVERSITY**

3, Stoklosy St., 02-787 Warsaw  
tel.: +48 510 858 087

[vistula.edu.pl](http://vistula.edu.pl)



 @uczelniavistula  @uczelniavistula

 uczelniavistula  uczelniavistula