

SPECIALISATIONS IN THE FIELD OF MANAGEMENT POLISH-BRITISH DOUBLE DIPLOMA PROGRAMME VISTULA UNIVERSITY AND LONDON SOUTH BANK UNIVERSITY



3 YEARS (6 SEMESTERS) OF BACHELOR'S DEGREE PROGRAMME

SPECIALITIES:

- Marketing and sales
- Human resources management
- Business management
- Project management in an organisation



STUDIES ARE CONDUCTED
IN 

SPECIALISATION: MARKETING AND SALES

Provides you with the essential information needed to work in Marketing and Sales Departments. You will learn to develop and implement marketing programs, prepare ongoing task reports and collaborate with marketing service providers. You will learn the most effective sales techniques and find out how to build and manage sales teams.



LIST OF COURSES:

- Marketing Management,
- Marketing Communication,
- Knowledge Management,
- Sales Management,
- Sales Techniques,
- Business Psychology.



CAREER AFTER STUDIES:



- Marketing Specialist,
- Sales Specialist,
- Customer Service Specialist,
- Sales Representative.

SPECIALISATION: HUMAN RESOURCES MANAGEMENT

You will learn how to effectively hire and develop talents in an organisation by utilising your knowledge of recruitment and selection, motivation, periodic appraisal and comprehensive employee development. You will learn about the so-called “Hard HR” and how to implement it.



LIST OF COURSES:

- Recruitment, Selection and Onboarding,
- Incentive Systems,
- Knowledge Management,
- Employee Development,
- Employee Appraisal Systems,
- Business Psychology.



CAREER AFTER STUDIES:



- HR and Payroll Specialist,
- Recruitment and HR Project Specialist,
- HR Management Specialist.

SPECIALISATION: BUSINESS MANAGEMENT

This specialisation will prepare you to manage your own business, or a department of any organisation. You will learn to perform strategic analyses and to create and implement organisational strategies and policies in a dynamic, multicultural business environment. Furthermore, you will get to know about proven methods for people and budget management, and for communicating with clients and partners.



LIST OF COURSES:

- Small Business and Start-Up Management,
- Change and Innovation Management,
- Knowledge Management,
- Practical Aspects of Management,
- Organisation Leadership,
- Business Psychology.



CAREER AFTER STUDIES:



- in a management position (or as Deputy Manager) of a store, department or even region.

SPECIALISATION: PROJECT MANAGEMENT IN AN ORGANISATION

If you want to manage projects independently, this specialisation will teach you how to do just that. You will learn how to support and manage projects comprehensively: from initial analyses through planning to implementation and subsequent evaluation.



LIST OF COURSES:

- Trends in Project Management,
- PMI Methodology I,
- Knowledge Management in Projects,
- PMI Methodology II,
- Agile Project Management Methodologies,
- Psychology in Project Management.

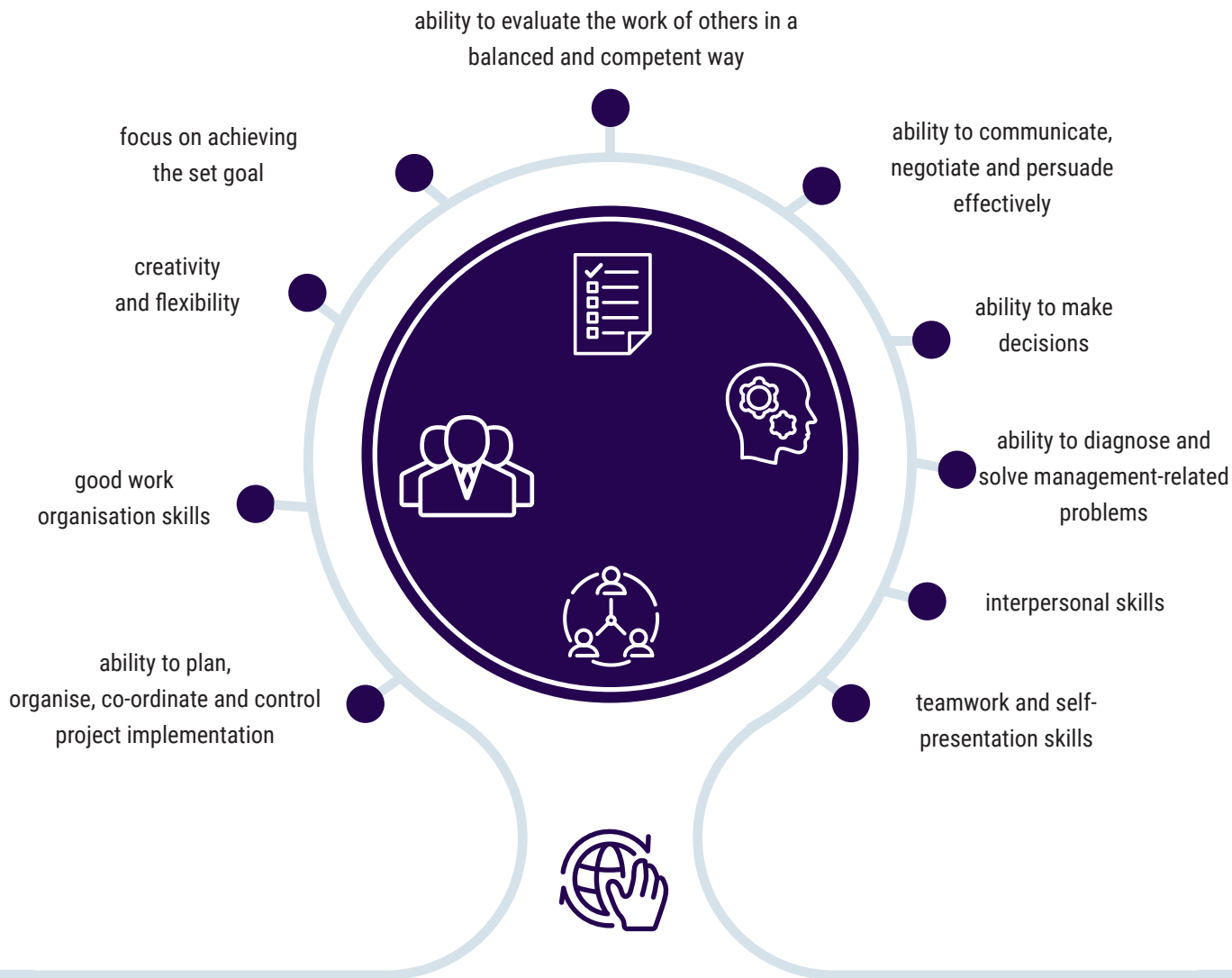


CAREER AFTER STUDIES:

- Project Manager,
- Project Specialist.



ACQUIRED COMPETENCES AND SKILLS IN MANAGEMENT POLISH-BRITISH DOUBLE DIPLOMA PROGRAMME VISTULA UNIVERSITY AND LONDON SOUTH BANK UNIVERSITY



AFTER COMPLETING YOUR BACHELOR'S DEGREE, YOU CAN CONTINUE YOUR STUDIES IN THE FOLLOWING SPECIALISATIONS DURING YOUR MASTER'S DEGREE:

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

- 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

INTERNATIONAL OFFICE



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LET'S MEET IN PERSON OR ON-LINE



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