

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



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

## SPECIALITIES:

- Business management 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

STUDIES ARE CONDUCTED  
IN 



## SPECIALISATION: BUSINESS MANAGEMENT IN AN INTERNATIONAL ENVIRONMENT

You will learn how to start your own company or effectively manage a corporation. You will become familiar with the core business issues from an international perspective. You will be able to develop effective business strategies and plans, to lead a company to international markets and attract the best talents.



### LIST OF COURSES:

- International Aspects of Human Capital Management,
- Internationalization of Companies,
- Systemic Management in an Organisation,
- Strategic Management.



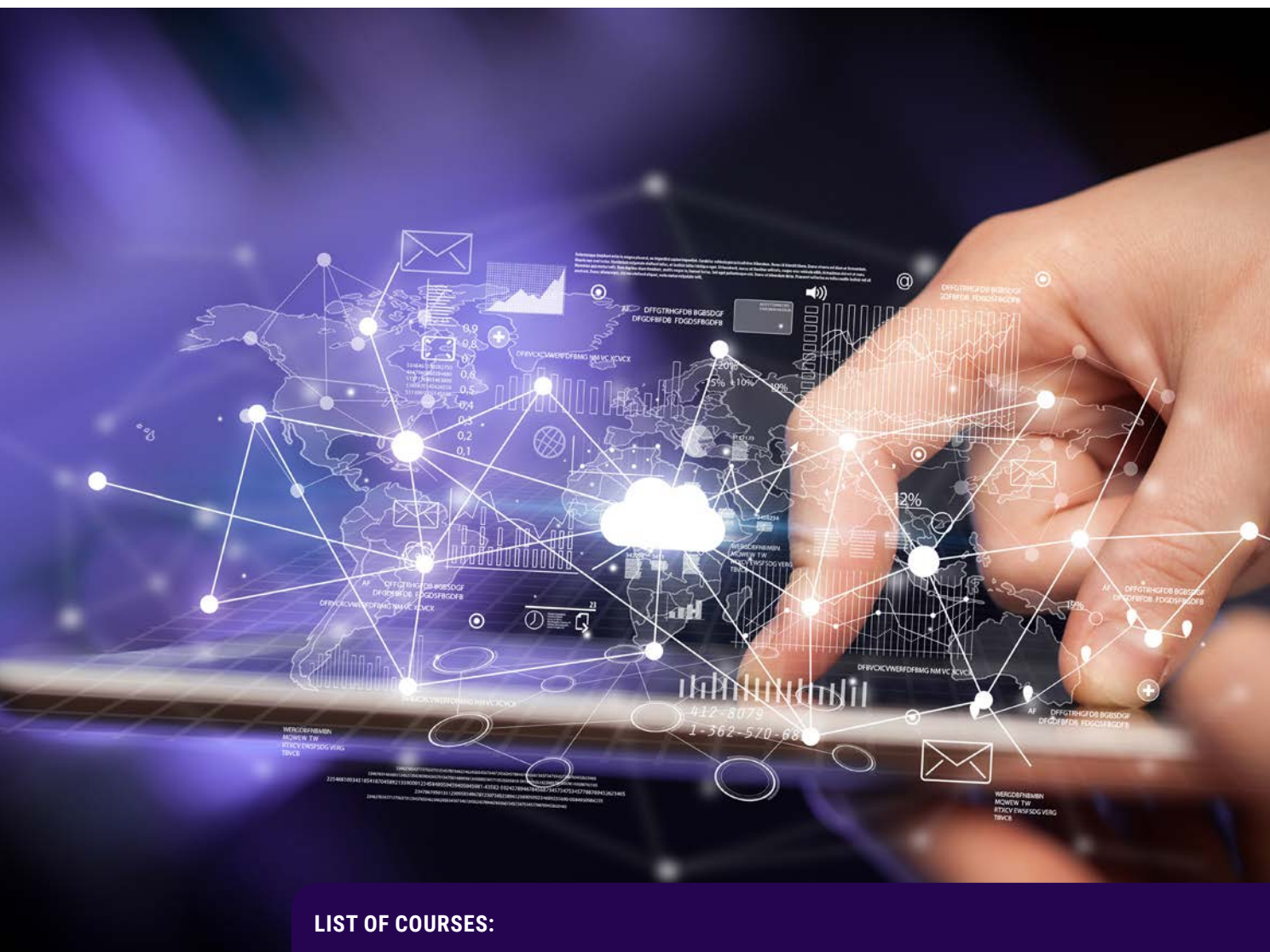
### CAREER AFTER STUDIES:



- Department Director,
- Regional Director (especially internationally),
- Chief Operating Officer.

# SPECIALISATION: MARKETING MANAGEMENT IN AN INTERNATIONAL ENVIRONMENT

You will acquire the knowledge and skills necessary to manage a Marketing Department. You will learn how to develop and implement effective marketing and sales plans and strategies. You will also gain expertise in marketing management.



## LIST OF COURSES:

- Digital Marketing,
- Trade Marketing,
- Strategic Marketing,
- Strategic Communication.



## CAREER AFTER STUDIES:



- Marketing Director at a multinational corporation,
- Sales and Marketing Director,
- Commercial Director.

## SPECIALISATION: HUMAN RESOURCES MANAGEMENT IN AN INTERNATIONAL ENVIRONMENT

You will learn to effectively attract and retain the best talents in the organisation and to engage them in the organisational growth. You will acquire 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.



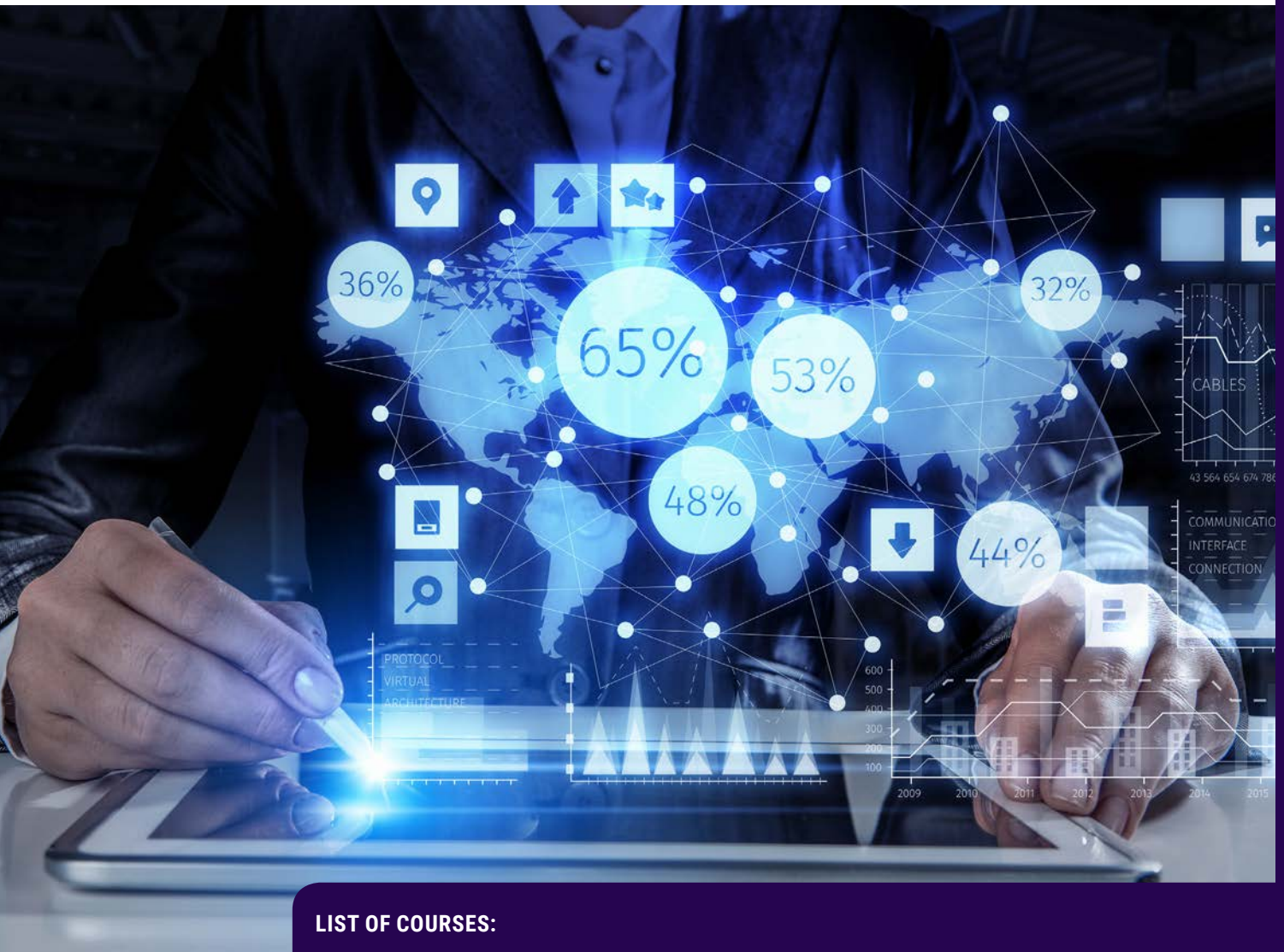
### CAREER AFTER STUDIES:



- HR Director at a multinational corporation,
- Senior Talent Acquisition Specialist,
- Recruitment and Employer Branding Consultant.

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

You will learn the key aspects of e-business, and how to conduct and manage e-businesses. You will get to know the related opportunities and limitations as well as problems and risks. You will explore the potential of ICT for your organisation.



## LIST OF COURSES:

- Contemporary Business Models,
- Business Project Management,
- e-Business Plan,
- Digital Marketing.

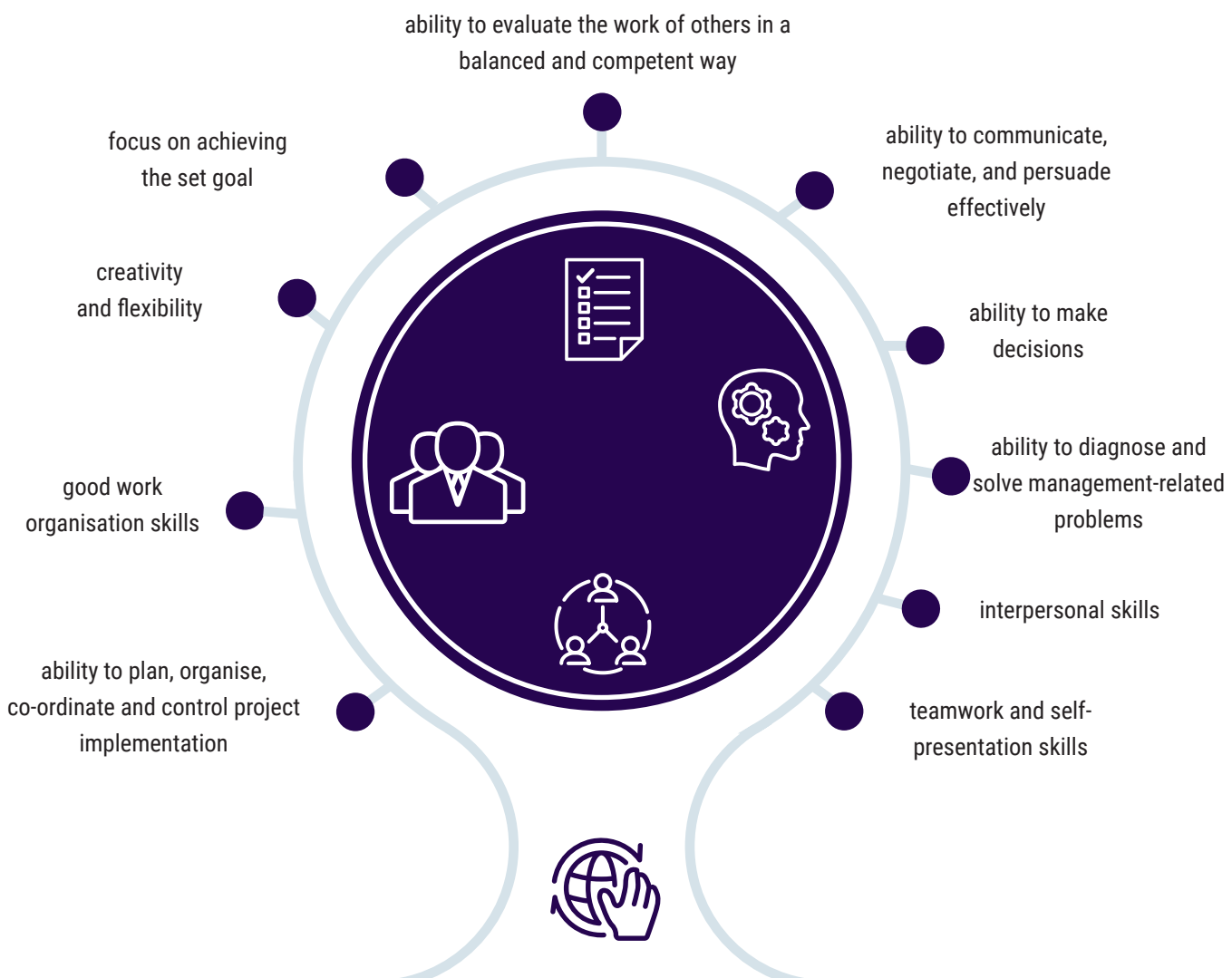


## CAREER AFTER STUDIES:



- e-Project Manager,
- e-Commerce Key Account Manager,
- Digital Product Manager.

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



## 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



# LET'S MEET IN PERSON OR ON-LINE



**VISTULA UNIVERSITY**

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

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



 @uczelniavistula  @uczelniavistula

 uczelniavistula  uczelniavistula