

SPECIALITY OF MANAGEMENT IN TOURISM BUSINESS

- Bachelor's degree studies

Predispositions of candidates:

The English-language speciality of Management in tourism business is primarily addressed to students: who want to develop and improve industry language skills, understand the tourism economy and effectively shape the functioning mechanisms of enterprises, interested in expanding the scope of economic knowledge in tourism and recreation, planning to run their own business, future entrepreneurs, employees, specialists, managers, executive officers, directors and presidents of tourist and recreational enterprises, as well as current fans, enthusiasts, passionate and supporters of tourism and recreation as well as English language.

Content of speciality:

The program of English-language Management in tourism business speciality is intended to: enable a fuller understanding of English terminology of domestic and foreign tourism, facilitate the start-up of entrepreneurship, develop analytical and decision-making skills, bring management instruments closer, broaden horizons and the scope of economic knowledge. In the course of studies in the Management in tourism business speciality, English-language subjects include issues related to: starting and running a business, corporate strategy, tourism financing, as well as analyzing the current issues of the contemporary market of tourist and recreational services, including the functioning of companies and consumer behavior upon the Polish and international market.

Employment opportunities:

Potential employment sectors of the English-language Management in tourism business speciality are: widely understood Polish and foreign individual and corporate entrepreneurship, international management, hospitality and gastronomy, tour operators and travel agencies, tourist organizations, recreation centers, fitness clubs, wellness & SPA resorts, public administration, international tourism business.

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