



MAJOR LEARNING OUTCOMES		
Academic Year: 2019/2020 Major: MANAGEMENT Degree: Bachelor Profile: Practical		
MANAGEMENT - BACHELOR		
KNOWLEDGE	SKILLS	SOCIAL COMPETENCES
Z1_W1 Knows and understands in the general advanced key concept, terms, competences, laws and phenomena in the field of scientific disciplines: management and quality science as well as economics and finance, and is also able to use this knowledge in the professional industry related to the management of studies.	Z1_U1 Is able to use knowledge of scientific disciplines: management and quality science as well as economics and finance to observe and interpret management and socio-economic problems at the macro- and microeconomic level.	Z1_K1 Is ready to critically assess the level of his knowledge and skills and understands the need for continuous learning, due to the dynamics of market and social processes taking place in the world and the professional environment.
Z1_W2 Knows and understands at an advanced level the concepts, principles and methods of organization and management in various types of economic and non-economic entities.	Z1_U2 Is able to correctly interpret typical problems in the field of management, human resources, law, marketing, IT and other functional areas of the organization, and is able to rationalize management thinking against this background.	Z1_K2 Is willing to work and cooperate in a team task, taking in the various roles of initiator, the leader, the role of team member.
Z1_W3 Knows and understands at an advanced level the relations between the enterprise / organization and the socio-economic environment.	Z1_U3 Is able to diagnose and solve management problems (in various functional areas of the organization), including choosing the right tools and methods to solve them.	Z1_K3 Is able to engage in social interactions, cooperation with other entities of the environment and actions for this environment and in the social interest.
Z1_W4 Knows and recognizes at the advanced level theories and concepts regarding planning, management, motivating and controlling processes, and understands the various conditions of these processes.	Z1_U4 Can see the need to improve the organization and its own competences through the continuous development of the organization and its own.	Z1_K4 Is able to make rational professional decisions, initiate actions and engage colleagues in their implementation.
Z1_W5 Knows and understands at an advanced level management processes in individual areas and functions, in particular in the areas of operational management, personnel management, marketing management, financial management, etc.	Z1_U5 Is able to identify phenomena in the field of accounting and finance, forecast their effects, as well as make decisions and actions in conditions of risk and uncertainty.	Z1_K5 Is ready to independently identify and diagnose management and economic problems as well as to solve them and make decisions in various management areas.
Z1_W6 Knows and understands at an advanced level the fundamental concepts of economic theory (in macro and micro perspective) regarding the functioning of an organization on the market and functioning in conditions of limited resources.	Z1_U6 Is able to make decisions regarding various functional areas of the organization, demonstrating entrepreneurship and creativity in action.	Z1_K6 Is capable of rational thinking in independent professional work, while maintaining a critical attitude towards the results of his own work.
Z1_W7 Knows the advanced level and is able to use typical analytical methods and tools (including mathematical, statistical and IT) used to describe / study entities, processes and phenomena on the micro, macroeconomic and sectoral scale.	Z1_U7 Is able to use norms, rules and systems (legal, moral, social, professional) in solving specific professional problems.	Z1_K7 Is ready to take on professional challenges in a sense of reliability and responsibility, using all his knowledge and skills.
Z1_W8 Knows and understands, at an advanced level, concepts, facts, phenomena and complex relationships between them in the field of accounting and finance of enterprises.	Z1_U8 Is able to use a specialized language and communicate in a precise and consistent manner, using interpersonal communication skills.	Z1_K8 In his professional life he is ready to respect legal norms, principles of social life and professional ethics as well as to care for the tradition and ethos of the profession.
Z1_W9 Knows and understands the nature of economic analysis and controlling in decision-making processes in an enterprise at an advanced level.	Z1_U9 Is able to use information and communication technologies (IT) in his professional work and select IT tools and techniques adequate to the needs of the decision-making process.	
Z1_W10 Knows and understands the key elements of law and ethics principles related to business transactions and protection of intellectual property as well as their application in decision-making processes in an enterprise.	Z1_U10 Is able to prepare an oral presentation (presentation) and typical written work (reporting, analytical, design) related to management issues, efficiently using available IT tools.	
Z1_W11 Understands the essence of entrepreneurship and knows the economic, legal and social conditions of creating and developing individual forms of entrepreneurship.	Z1_U11 Is able to communicate in a foreign language at B2 CEFR level and is able to use it in situations related to professional activity.	
Z1_W12 Knows advanced research and analysis methods in selected areas of the organization's activities (e.g. strategic analysis, marketing analysis, economic analysis, financial analysis), including using IT tools, etc.	Z1_U12 Is able to independently, and collectively identify, diagnose and resolve professional problems as well as apply various variants of solutions to these problems and make / optimize decisions against this background.	
Z1_W13 Knows and understands at an advanced level the mechanisms of organizational-market interaction, marketing principles and marketing research.	Z1_U13 Is able to independently prepare and develop a diploma project, taking into account methodological, substantive and formal requirements, using the appropriate language and demonstrating the ability to present research results.	
Z1_W14 Knows and understands the possibilities of using selected IT tools supporting management and decision-making processes in the organization, including integrated management information systems.		
Z1_W15 Knows a foreign language at the communication level (level B2 ESJOK).		
Z1_W16 Knows key concepts, principles and processes in the field of social sciences (sociology, psychology, social communication), understands the correctness of behavior, attitudes and ways of action of people and entities in the area of market and business operations.		
Z1_W17 Knows and understands the substantive, methodological and formal requirements for the preparation of the diploma project, in accordance with the current diploma procedure for first-cycle studies at the ZPSB.		