



**Table of correspondences of the directional learning outcomes to the universal first-stage descriptors and the second-stage descriptors at level 6 of the Polish Qualification Framework**

<b>Name of the course of study:</b> Business management <b>Level:</b> First degree <b>Profile:</b> General academic		
Symbol for the learning outcomes	Learning outcomes	Reference to PQF universal first-stage descriptors and second-stage descriptors PRK qualification level 6
<b>Knowledge:</b>		
ZB1_W01	Has knowledge of the nature and historical evolution of management sciences, their place in the system of social sciences and their relations to other disciplines. To an advanced level knows and understands the systemic view of organizations and the socio-economic conditions of management.	P6U_W P6S_WG
ZB1_W02	Has knowledge of the nature of economic sciences. To an advanced level knows and understands the market economy mechanisms, the rules governing the functioning of economic entities and the determinants of management processes under conditions of resource constraints.	P6U_W P6S_WG
ZB1_W03	To an advanced level, knows the principles and risks associated with business in the global economy, the foundations of sustainable development and contemporary trends in the digitalization of the economy.	P6U_W P6S_WG P6S_WK
ZB1_W04	Has knowledge of the principles of corporate financial management. Understands an advanced level of the relationships between various components of the state's financial system and their impact on corporate finance.	P6U_W P6S_WG P6S_WK
ZB1_W05	Has knowledge of human behaviour in psychological, sociological and ethical aspects, as well as the motives driving individual actions within an organization. At an advanced level understands the mechanisms and tools used to perform managerial functions, as well as methods of human resource management, including risk conditions.	P6U_W P6S_WG P6S_WK
ZB1_W06	Has knowledge of mathematical, statistical, and econometric methods and tools, enabling to solve management problems in practice at an advanced level.	P6U_W P6S_WG
ZB1_W07	Has knowledge of systems, methods, techniques and tools of organization management (including production, quality, innovation, project, and risk management), enabling their practical application at an advanced level in both operational and strategic contexts within the modern digital economy.	P6U_W P6S_WG P6S_WK



ZB1_W08	Understands and interprets applicable legal norms related to establishing and running a business (including e-commerce), particularly in the areas of financial reporting, intellectual property protection, personal data and information security, as well as occupational health and safety.	P6U_W P6S_WG P6S_WK
ZB1_W9	Has knowledge of computer science and programming, enabling at advanced level its use in collecting, processing, verifying and analyzing data for the purposes of enterprise management.	P6U_W P6S_WG
ZB1_W10	Has knowledge of social and business communication, with particular attention to norms of linguistic culture. Has advanced understanding of negotiation, marketing, and public relations methods and tools to achieve business objectives, including e-commerce systems.	P6U_W P6S_WG P6S_WK
ZB1_W11	Has knowledge of learning methods and techniques, as well as the principles and rules of logical thinking and reasoning. Knows the methodology of creating research papers addressing practical problems of business organization and management.	P6U_W P6S_WG
<b>Skills:</b>		
ZB1_U01	Is able to use the knowledge gained during the courses and professional practice to solve complex and unusual problems in the organization and its environment and apply adequate methods and tools for their solution at the strategic and operational levels, taking into account the following models: mathematical, statistical and econometric.	P6U_U P6S_UW
ZB1_U02	Is able to gather information from diverse sources, critically evaluate and select relevant data, analyze and interpret information, draw conclusions and formulate and substantiate opinions for the purpose of business management.	P6U_U P6S_UW P6S_UO
ZB1_U03	Is able to make a critical analysis of the micro and macro socioeconomic environment of the organization and its relationships with the state's financial system and entities of the world economy, using appropriate methods and tools, taking risks and uncertainties into account.	P6U_U P6S_UW P6S_UK
ZB1_U04	Is able to conduct an economic analysis of an enterprise (using appropriate sources of information). Is able to critically evaluate the results of the analysis for managerial decision-making.	P6U_U P6S_UW
ZB1_U05	Is able to use advanced information and communication technologies (including information systems, programs and tools) to acquire, process, analyze and synthesize and present data in solving complex management problems, especially under conditions of risk and uncertainty.	P6U_U P6S_UW
ZB1_U06	Is capable of designing, operating, and developing e-commerce systems, with a particular focus on virtual sales, customer service, marketing activities via social media, and website positioning.	P6U_U P6S_UW P6S_UK
ZB1_U07	Is able to manage human resources and build collaborative teams (also virtually) by using information and communication technologies.	P6U_U P6S_UK P6S_UO



ZB1_U08	Has the ability to communicate with the public using specialized terminology, create and maintain interpersonal and business partnerships with respect to cultural diversity. Has skills in discussion and negotiation, adhering to language and business etiquette.	P6U_U P6S_UK P6S_UO
ZB1_U09	Is able to conduct market research, use marketing and Public Relations methods and tools to achieve business objectives in different markets, under changing environmental conditions.	P6U_U P6S_UW P6S_UK
ZB1_U10	Has the ability to act in accordance with legal and ethical norms governing social and economic activities and enterprise operations. Knows how to manage occupational health and safety, information and personal data security and protect intellectual property.	P6U_U P6S_UW
ZB1_U11	Is able to act creatively. Can identify, evaluate and control the risks of business activities at the operational and strategic levels and select adequate methods to manage it.	P6U_U P6S_UW
ZB1_U12	Communicates effectively in English at a B2 level (Common European Framework of Reference for Languages) and can independently develop and present topics in various formats, particularly within chosen field of study.	P6U_U P6S_UK
ZB1_U13	Is able to plan and organize empirical research, carried out individually or collaboratively. Is able to develop, present and justify the research findings using innovative methods and multimedia tools.	P6U_U P6S_UW P6S_UK P6S_UO
ZB1_U14	Is able to autonomously plan and implement personal lifelong learning. Can plan the own professional development and the development of others.	P6U_U P6S_UU
<b>Social competence:</b>		
ZB1_K01	Is aware of the role and importance of knowledge of management and quality sciences, related sciences and foreign languages, in solving cognitive and practical problems in managerial activities. Is ready to consult experts in case of difficulties in solving problems on his own.	P6U_K P6S_KK
ZB1_K02	Is ready to critically evaluate personal knowledge and received contents. Understands the need for lifelong learning in order to improve the professional qualifications in relation to changing socio-economic and technological conditions on a national and international scale.	P6U_K P6S_KK
ZB1_K03	Is ready to interact and work in a group and to communicate effectively within the organizational and social roles, with respect for professional ethics, the public interest and applicable legal and economic constraints.	P6U_K P6S_KO P6S_KR
ZB1_K04	Is ready to think and act in an enterprising manner (including in a virtual environment) taking risk and uncertainty into account.	P6U_K P6S_KO
ZB1_K05	Is aware of the impact of the enterprise on the social environment. Is ready to initiate and co-organize activities on behalf of public interest and accept responsibility for the consequences.	P6U_K P6S_KO
ZB1_K06	Is ready to respect the rules of authorship while using expert knowledge and the lawful use of protected works in managerial activities.	P6U_K P6S_KR



ZB1_K07	Is ready comply with the ethical principles of the profession, promotes and defends personal views with respect for diverse perspectives and cultures, and expects the same from others.	P6U_K P6S_KR
ZB1_K08	Is aware of one's role in the organization and the related responsibilities. Takes care of the image of the company and the achievements and traditions of the management profession.	P6U_K P6S_KR