

**Study program
for the field of study
BUSINESS AND ADMINISTRATION
first-cycle studies, practical profiles**

Study characteristics:

1. **Name of the field of study:** *Business and Administration*
2. **Assigning the field of study to the appropriate area of study, indicating the fields of study and scientific disciplines to which the learning outcomes refer, together with assigning ECTS points:**

Business and Administration	first-cycle studies	field of social sciences	political and administrative sciences	75 %
			management and quality sciences	15 %
			legal sciences	10%

3. **Level of study:** *first-cycle studies*
4. **Study profile:** *practical*
5. **Study mode:** *full-time, part-time (some subjects can be completed remotely)*
6. **Total number of hours:**

full-time studies – **1890** without internship and health and safety, with internship and health and safety **2854**

part-time studies – **1227** without internships and health and safety, with internships and health and safety **2191**

7. **Professional title obtained by the graduate:** Bachelor's degree

8. **General learning objectives:**

Bachelor of Business and Administration (hereinafter: BBA) studies are addressed to graduates of post-primary schools who have passed the Matura exam and have knowledge of English at B2 level in accordance with CEFR (Common European Framework of Reference for Languages). Education in the BBA field lasts three years (six semesters) and is carried out in full-time and

part-time mode. To complete the studies and obtain a professional bachelor's degree, the student must obtain at least 180 ETCS.

9. Typical places of work for graduates:

The BBA program develops the skills necessary to start a career as:

- highly qualified specialists in various types of organizations (various enterprises, non-profit organizations, public administration units, local, regional or national government) - mainly GE specialization,
- managers of operational, financial and analytical departments in international corporations or small and medium-sized enterprises (SMEs) operating on a national and international scale
- mainly IBM specialization,
- businessmen running their own companies on the domestic and international market.

In addition, BBA graduates will find employment in the following institutions:

- companies and institutions in the small and medium-sized enterprise sector, e.g. in HR departments, marketing and advertising departments, PR, logistics and forwarding departments;
- manufacturing, trade and service corporations/companies internationally or cooperating with foreign partners.

10. Possibility of continuing education:

second-cycle studies, postgraduate studies, training courses

11. General entry requirements: (concerning any medical examinations, interview, etc.):

certificate from an occupational physician stating that there are no contraindications for undertaking studies in the chosen field; recruitment rules included in the annual Senate Resolution

12. The concept of education/learning and its compliance with the mission and strategy of the university, taking into account the needs of the local labour market and the results of studies on the fate of graduates (attach a survey for employers):

The concept of education determines that BBA students are equipped with up-to-date knowledge, documented by the latest research, in the area of two main scientific disciplines (management and quality sciences, as well as political and administrative sciences - the leading discipline) and acquire practical skills in this area. The concept is therefore based on these "two" key components, namely, on the one hand, acquiring theoretical knowledge taking into

account key approaches, concepts and paradigms characteristic of management and quality sciences and political and administrative sciences, and on the other - developing practical skills with high application potential in the work environment at the local level, but also regional, national and international. The interdisciplinary nature of education means that the knowledge acquired and the skills developed combine the issues of management (both in terms of management and governance) and the activities of public administration entities (governmental and local government). The acquisition of knowledge and the development of skills take into account – and this should be strongly emphasised – the social, legal, economic and technological aspects of the managerial and administrative processes that take place in the context of globalisation, Europeanisation and regionalisation.

It should be emphasized that practical courses constitute 52% of all courses included in the curriculum. The dominance of the practical dimension of education is justified in the sense that it allows for the development of skills that are particularly desired by employers. In other words, it makes BBA graduates able to find their way in the turbulent and therefore demanding labour market. In this sense, the BBA responds to the requirements of this market, as evidenced by the Occupational Barometer reports and reports on the most desired skills on the labour market (here: knowledge of a foreign language at least at B2 level and the ability to learn, soft skills). These reports clearly prove that education combining a management and administrative perspective conducted in English is assessed by employers as desirable.

The implementation of a wide catalogue of elective courses is an important component of education which determines success in the form of internalization of knowledge and improvement of skills. Elective courses allow BBA students to have a deeper view of the issues constituting education, in accordance not only with their preferences and interests, but also with the latest trends observed in the socio-economic environment of the University, including the labour market. In this sense, BBA students have a direct impact on the educational process they implement.

Conducting all the classes provided in the students' program (except for foreign language courses) in English is of fundamental importance for the implementation of the educational concept. English is therefore the language of instruction, which means that students acquire knowledge and shape skills based on the latest results of scientific research (presented in international circulation) and the latest models and guidelines related to the practice of economic and public life.

Although the concept of education does not assume preparing students for a specific profession, BBA graduates will find employment on the local, regional, national and international labour market, in the private sector (management and banking), in the public sector (government administration and local government administration at various levels) and in the social sector (management- and administration-oriented entities of the so-called third sector).

The creation of a practical BBA bachelor's degree program is justified in the sense that it responds to the needs of the contemporary labour market. As it results from the periodically published reports mentioned above, fluent knowledge of English and practical knowledge of management and administrative mechanisms are the features that characterize a candidate desired on the labour market - a graduate of a higher education institution. Firstly, in this case, it is about the knowledge of English in the four areas of listening, speaking, reading and writing - at the B2 level which allows for free activity in an international environment, including intercultural one. Secondly, it is necessary to emphasize the high assessment of skills related to the performance of professional duties in the field of management and administration of processes in the private, public and social (non-governmental) sectors.

The concept of education in the BBA with a practical profile is derived not only from the analysis of current, nationwide trends in the labour market based on the reading of the aforementioned reports, but is also a response to the needs of the local and subregional labour market. As it results from the declarations of the representatives of the local and subregional private and public sectors, BBA with a practical profile fills a burning gap in the scope of education of specialists who speak English and have practical skills of managerial and administrative provenance. In this case, it concerns the graduates who are able to take up employment in such positions as: management specialist, administrative specialist, office specialist, project specialist, international specialist, intercultural communication specialist, project supervisor, analyst.

The interdisciplinary nature of education means that the knowledge acquired and the skills developed combine the issues of management (both in terms of management and governance) and the activities of public administration entities (governmental and local government). The acquisition of knowledge and the development of skills also take into account, and this should be strongly emphasized, the social, legal, economic and technological aspects of the management and administrative processes that take place in the context of

globalization, Europeanization and regionalization. Considering the above, it is worth noting once again that the creation of bachelor's studies in the BBA field with a practical profile is an expression of a real assessment of the demand of the local and regional labour market for its graduates. So far, it is difficult to indicate a field of study of a similar nature, both in terms of concept (content) and in terms of the nature of education (practical profile) which is conducted in Wałbrzych and the Wałbrzych subregion. However, this does not mean that BBA graduates will not find employment in the regional, national and international labour markets. On the contrary, education in the BBA field is oriented towards the needs of the broadly understood socio-economic environment of the University, taking into account the specificity of the dynamically changing business and administration sector. It should be emphasized that in the process of adapting the study program to the current needs of the modern labour market, the opinions of a wide range of stakeholders are taken into account, including: enterprises (including the Wałbrzych Special Economic Zone "INVEST-PARK"), public institutions and organizations of the so-called third sector.

The dynamic and therefore turbulent transformations caused not only by the pandemic crisis, but also by the war in Ukraine mean that the creation of a practical BBA degree program responds to current and multidimensional socio-economic needs, while equipping graduates with the knowledge and skills necessary to function in the modern labour market.

The concept of education in the BBA field of study with a practical profile meets the need to educate specialized employees of the private and public sectors (K_W01, K_W02, K_W03, K_U01, K_U02, K_03, K_K05) oriented in their activity towards management and administrative processes that materialize not only at the local and subregional level, but also regional, national and international. These are employees who have the ability to cooperate with stakeholders in a sector-oriented manner based on the analysis of potential risks and the balance of profits and losses (K_U04).

The studies respond to the need to develop entrepreneurship treated as a condition sine qua non for meeting the diverse socio-economic needs of the university environment (K_K01).

It is worth noting that the creation of studies is a clear response to deficits in the field of specialist (systemically and functionally oriented) management of various types of data, including big data (K_U10). These are deficits of key importance from the point of view of development processes stimulated by private, public entities and those that implement

activities in the public-private partnership formula (K_W01, K_W02, K_W03, K_U01, K_U02, K_U03, K_K05).

Bachelor's studies in the BBA field with a practical profile equip graduates with knowledge and skills in the use of technology, including modern information and communication technologies (ICT) for the needs of the social and economic environment (K_W10; K_U06, K_U07). It should be emphasized that these are, on the one hand, the knowledge and skills of key importance for meeting the collective needs of local, subregional, regional, national and international communities, and on the other - the knowledge and skills that are particularly attractive to employers who see the role of the so-called digital technological revolution.

The concept of education in the BBA field of study with a practical profile responds to the needs related to conducting teleologically oriented activity, both individual and group (K_W13, K_U05). This is because it is a type of activity that fits into the requirement of multimodal organization of management and administrative processes.

The concept of education in the BBA field of study with a practical profile also meets such socio-economic needs, the essence of which is the professional activity of employees who are able to function in a complex international and intercultural environment, who speak English fluently and who see the need for continuous deepening of knowledge and skills. (K_W09, K_U09, K_U11, K_U13). These are the needs that take on particular significance in a situation in which, firstly, transnational corporations are increasingly the entities of the domestic labour market, and secondly, foreigners, including citizens of Ukraine are the participants of this market.

Graduate profile:

Bachelor of Business and Administration (BBA) studies with a practical profile equip graduates not only with up-to-date (documented by the latest research) knowledge in the area of two main scientific disciplines (management and quality sciences, political science and administration), but also provide them with skills of an applied nature. BBA education is based on "two" key components, namely, on the one hand, acquiring theoretical knowledge taking into account key approaches, concepts and paradigms characteristic of management and quality sciences and political science and administration, and on the other - developing

practical skills with high implementation potential in the work environment. BBA studies educate graduates who are able to take up employment in such positions as: management specialist, administrative specialist, office specialist, project specialist, international specialist, intercultural communication specialist, project supervisor, analyst.

Indicators regarding the study program in a given field of study, level and profile of education specified in the Regulation of the Minister of Science and Higher Education - consolidated text Journal of Laws of 2018, item 1861, as amended.

Indicator name	Number of ECTS credits/percentage share
The number of ECTS credits provided for in the study plan to obtain a qualification corresponding to the level of education	180 ECTS (100 %)
The number of ECTS credits allocated to teaching activities requiring direct participation of academic teachers and students	138 ECTS (77 %)
The number of ECTS credits assigned to modules of classes related to practical professional training, aimed at acquiring practical skills and social competences by the student	93 ECTS (52 %)
Number of ECTS credits allocated to classes in the areas of humanities and social sciences	6 ECTS (3 %) – humanities
Number of ECTS credits assigned to elective courses/modules	60 ECTS (33 %)
Number of ECTS credits allocated to professional practice/length of professional practice	32 ECTS (18 %)