**SYLABUS**

**applies to the** 2023-2026 **education cycle**

(extreme dates)

2023/2024 academic year

1. BASIC INFORMATION ABOUT THE SUBJECT

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| --- | --- |
| Name of the subject | Business plan for a hotel and catering enterprise |
| Course code \* |  |
| Name of the unit providing the course | College of Medical Sciences |
| Name of the unit providing the subject | Institute of Physical Culture Sciences |
| Field of study | Tourism and Recreation |
| Study level | first-cycle studies |
| Profile | General academic |
| Form of studies | Full-time |
| Year and semester (s) of study | Sem. II |
| Type of the subject |  |
| Language of lecture | English |
| Coordinator | PhD Anna Nizioł |
| Name and surname of the lecturer (s) | PhD Anna Nizioł |

\* *optionally*

1.1. Forms of classes, number of hours and ECTS credits

|  |  |  |
| --- | --- | --- |
| Semester | Lecture/exercises | **Number of ECTS** |
| Sem. II | 15 | 3 |

1.2. The way of providing classes

X audytorium form

1.3 The form of completing the course (examination, credit with a grade, credit without a grade)

Lectures, Exercises - credit with a grade

2. ENTRY REQUIREMENTS

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| Knowledge in the field of economics, management and finance |

3. OBJECTIVES, LEARNING OUTCOMES, PROGRAM CONTENT AND TEACHING METHODS

3.1 Objectives

|  |  |
| --- | --- |
| C1 | Providing knowledge about the business plan for a hotel and catering enterprise |
| C2 | Familiarization with the tasks and methods of creating business plan |
| C3 | Providing knowledge of the methods of planning and implementing a business plan for the hotel and catering industry |

**3.2 Learning outcomes for the subject**

|  |  |  |
| --- | --- | --- |
| EK (outcomes) | The content of the learning outcome defined for the subject | A reference to directional outcomes [[1]](#footnote-1) |
| EK\_01 | The student will explain the legal and organizational conditions of professional activity in the hotel and catering industry |  |
| EK\_02 | The student will define the rules for the preparation of a business plan and will develop such a document for a company operating in the hotel and / or catering industry |  |
| EK\_03 | The student will solve practical problems in drawing up a business plan, will be ready to work in an entrepreneurial manner |  |

**3.3 Course content**

**A. Issues of the lecture**

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| **Course content (lectures)** |
| The essence, goals, types of a business plan |
| Business plan functions |
| Characteristics of the hotel and catering industry |
| The structure of the business plan and the principles of its development |
| Information sources necessary to develop a business plan |

1. Problematyka ćwiczeń audytoryjnych, konwersatoryjnych, laboratoryjnych, zajęć praktycznych

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| Course content (exercises) |
| Analysis of business plans of hotel and catering enterprises - a case study |
| Principles of developing a business plan for a hotel and catering enterprise - presentation |
| Development of the strategic, operational and financial part of a business plan - projects |
| Practical problems in preparing a business plan - discussion, conclusions |
| Analysis of business plans of hotel and catering enterprises - a case study |

3.4 Teaching methods

Lecture: lecture with multimedia presentation

Exercises: text analysis with discussion, project method, group work, presentation

4. EVALUATION METHODS AND CRITERIA

4.1 Ways of verifying learning outcomes

|  |  |  |
| --- | --- | --- |
| Effect symbol | Methods of assessment (e.g. colloquium, oral exam, written exam, project, report, observation during classes) | Form of classes  (L, Ex., …) |
| EK\_01, | colloquium | L, Ex. |
| EK\_03 | project | Ex. |
| EK\_04 | observation during classes | Ex. |

4.2 Conditions for passing the course (grading criteria)

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| Lectures:  The condition for passing the lectures is obtaining a credit for the exercises.  Exercises - credit with a grade  It is planned to conduct one test, a positive assessment requires obtaining min. 51% points.  91-100% 5.0  81-90% 4.5  71-80% 4.0  61-70% 3.5  51-60% 3.0  50% and less 2.0  Grade 5.0 – 5,0 or 4,5 grade from the test, very well done project, participation in all forms of classes, outstanding activity during the classes; the student presents a high level of theoretical knowledge, is able to express himself substantively, coherently, also beyond the topics, is able to think creatively, is fully prepared to undertake activities in the field of tourism, anticipates the negative effects of specific tourism activities, is aware of the socio-economic significance of tourism, is ready to organize tourism and recreational activities and to solve specific problems related to the provision of tourism services..  Grade 4.0 – 4,0 or 3,5 grade from the colloquium, well-made project, participation in all forms of classes, high activity during classes, the student presents an above-average level of theoretical knowledge, correctly defines the issues, can express himself in a factual manner, can rationally think and act in the field of tourism in an entrepreneurial manner.  Grade 3.0 - grade 3,0 from the test, performance of a project, few episodes of activity, participates in most of the classes, the student has incomplete theoretical knowledge, speaks chaotically, has difficulties in action, is unable to identify the problem and solve it by himself, has elementary skills in the field of organization and management in tourism enterprises  Grade 2.0 - negative assessment of the test, no project, inactivity, the student presents a low level of theoretical knowledge, is unable to formulate a coherent statement, does not participate in most classes, does not show elementary organizational skills, cannot think or act entrepreneurial.  The final grade for the exercises is the arithmetic average of all the grades. |

**5. STUDENT'S TOTAL WORK REQUIRED TO ACHIEVE THE ASSUMED EFFECTS IN HOURS AND ECTS CREDITS**

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| --- | --- |
| **Form of activity** | **Średnia liczba godzin na zrealizowanie aktywności** |
| Contact hours resulting from the study schedule | 15 h |
| Others with the participation of an academic teacher (participation in consultations, examination) | 2 h (consultations) |
| Non-contact hours - the student's own work (preparation for classes, examinations, writing a paper, etc.) | preparation for test 5 h  preparation of project 8h  preparation for classes 5 h |
| SUM OF HOURS | 35 |
| TOTAL NUMBER OF ECTS CREDITS | 3 |

*\* Należy uwzględnić, że 1 pkt ECTS odpowiada 25-30 godzin całkowitego nakładu pracy studenta.*

6. PROFESSIONAL TRAINING WITHIN THE COURSE

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| Hourly dimension | - |
| Rules and forms of training | - |

7. LITERATURE

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| Basic literature:  B. Finch, How to Write a Business Plan, Kogan Pade, 2019.  R. Abrams, Successful Business Plan: Secrets & Strategies, Planning Shop, 2019 |
| Supplementary literature:  R.A. Olaore, A Guide To Writing A Business Plan, Yedis, May 2020, https://yedis.org/  J. Myllykoski, Business plan of FinnCafé, Thesis, Seinäjoki University Of Applied Sciences, 2021 |

Acceptance by the Head of the Unit or an authorized person

1. W przypadku ścieżki kształcenia prowadzącej do uzyskania kwalifikacji nauczycielskich uwzględnić również efekty uczenia się ze standardów kształcenia przygotowującego do wykonywania zawodu nauczyciela. [↑](#footnote-ref-1)