**SYLABUS**

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

(extreme dates)

2023/2024 academic year

**1. INFORMATION ABOUT THE SUBJECT**

|  |  |
| --- | --- |
| Name of the subject | Economics and finance in hotel and catering industry |
| Code of the subject\* |  |
| Name of the unit providing the course | College of Medical Sciences |
| Name of the unit carrying out the subject | Institute of Physical Culture Sciences |
| Field of study | Tourism and Recreation |
| Study degree | Undergraduate |
| Profile | Academic |
| Form of studies | daytime |
| Year and semester(s) of study | 3rd year, 6th semester |
| Type of subject | Directional |
| Language of lecture | English |
| Coordinator | Paweł Łuka, PhD |
| Name and surname of the instructor(s) | Paweł Łuka, PhD |

**\* *-****optional, as agreed with the Unit*

**1.1.Form of classes, numer of hours and ECTS points**

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Semester  (no) | Lect. | Class | Conw. | Lab. | Sem. | Pract. | Intern. | Others (what?) | **ECTS points** |
| Sem. 1 |  | 15 |  |  |  |  |  |  | 2 |

**1.2. Method of activities implementation**

Lectures and classes in traditional way

**1.3. Course Assessment**

Lectures: exam with a grade

**2.PREREQUISITES**

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| BASIC STUDIES IN MATHEMATICS AND ECONOMICS |

**3. GOALS, LEARNING OUTCOMES, CURRICULUM CONTENT AND APPLIED DIDACTIC METHODS**

**3.1 Objectives of the course**

|  |  |
| --- | --- |
| C1 | Describe what economics and finance are all about and how economic knowledge may help you make intelligent decisions in hotel and catering industry |
| C2 | Determine how changes in supply and demand affect market prices and output in in hotel and catering industry |
| C3 | Analyse the production factors used in the hotel and catering industry |
| C4 | Determine the output a hospitality company chooses to produce to maximize profits. |

**3.2 Learning outcomes**

|  |  |  |
| --- | --- | --- |
| **EK** (learning outcome) | Content of the learning outcome defined for the subject | Reference to field outcomes |
| EK\_01 | Student has a basic knowledge of the functioning of the hotel and catering industry market |  |
| EK\_02 | Student knows the elementary principles in economics and finance |  |
| EK\_03 | Student has the skills to take the basic economic decisions in different market structures |  |

**3.3 Program content**

* Issues of the lecture

|  |
| --- |
| Hospitality in the tourism industry in Poland and in the World  2. Production in the hotel and catering sector  3. The market of hotel and catering services, factors influencing the  demand and supply  4. Methods of setting prices for hotel and catering products  5. Revenues and costs in the hotel and catering industry  6. Maximizing profits in hotel and catering enterprises operating in  various market structures  7. The most important measures characterizing hotel and catering  services |

* Issues of auditorium, seminar, laboratory exercises, practical classes

|  |
| --- |
| Analysis of production factors used in the hotel and catering  industry  2. Measuring the elasticity of supply and demand in the hospitality  and catering services market  3. Methods of setting prices for hotel and catering products  4. Analysis of costs and revenues of hotel and catering enterprises  5. Optimal production decisions of hotel and catering companies  operating in various market structures |

**3.4 Didactic methods**

Lecture: supported by a multimedia presentation

Classes: text analysis and discussion/ assignments/ group work/ case study/ discussion

**4.1 Ways of verifying learning outcomes**

|  |  |  |
| --- | --- | --- |
| Outcome symbol | Assessment methods of learning outcomes  (e.g. colloquium, oral exam, written exam, project, report, observation during classes) | Form of didactic classes  (lecture, class, ...) |
| Ek\_ 01 | exam, assignments, observation during classes | lectures, classes |
| Ek\_02 | exam, assignments, observation during classes | lectures, classes |
| Ek\_03 | exam, assignments, observation during classes | lectures, classes |
| Ek\_04 | exam, assignments, observation during classes | lectures, classes |

**4.2 Conditions for passing the course (assessment criteria)**

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| --- |
| Lectures:  Final exam  Classes:  Active participation, assignments  91%-100% 5.0 (A)  81%-90% 4.5 (B)  71%-80% 4.0 (C)  61%-70% 3.5 (D)  51%-60% 3.0 (E)  50% and less 2.0 (F)) |

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

|  |  |
| --- | --- |
| **Form of activity** | **Average number of hours to complete the activity** |
| Contact hours resulting from the study schedule | 15 |
| Others with the participation of an academic teacher  (participation in consultations, examination) | 15 |
| Non-contact hours - student's own work  (preparation for classes, examinations, writing a paper, etc.) | 30 |
| HOURS TOTAL | 60 |
| **TOTAL NUMBER OF ECTS CREDITS** | 2 |

*\* Please note that 1 ECTS point corresponds to 25-30 hours of total student’s workload.*

**6.** **PROFESSIONAL TRAINING WITHIN THE COURSE**

|  |  |
| --- | --- |
| hours total | not applicable |
| rules and forms of internship | not applicable |

**7. LITERATURE**

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| --- |
| Required materials:  1. 1. Cullen P., (2017), Economics for Hospitality Management, Cengage  Learning EMEA.  2. Siu R., (2020), Economic Principles for the Hospitality Industry, Routledge  Publishing.  3. Guilding C., (2007), Financial Management for Hospitality Decision Makers,  Routledge Publishing.  4. Burgess C., (2017), Money Matters for Hospitality Managers, Taylor and  Francis.  5. Chen Y., (2021), |

Acceptance by the Head of the Unit or an authorized person