**SYLABUS**

**applies to the** 2024-2027 **education cycle**

(extreme dates)

2024/2025 academic year

1. BASIC INFORMATION ABOUT THE SUBJECT

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| --- | --- |
| Name of the subject | Tourism enterprise management |
| 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.I |
| 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** |
| Winter | 15 | 2 |

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 - credit with a grade

Exercises - credit with a grade

2. ENTRY REQUIREMENTS

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| Knowledge in the field of tourism enterprise management – obtained in the 1st semester |

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

3.1 Objectives

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| --- | --- |
| C1 | Correct description and getting acquainted in a wider scope with principles of operation of a tourist enterprise |
| C2 | Preparation for own selection and use of modern management strategies and techniques |

**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 understands what determines the competitiveness of the enterprise. Knows the rules of choosing a competitive strategy |  |
| EK\_02 | The student is able to interpret selected economic indicators and make decisions and solve problems related to business activity. |  |
| EK\_03 | The student is prepared to manage a tourist enterprise, is able to use the acquired knowledge |  |

**3.3 Course content**

**A. Issues of the lecture**

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| **Course content (lectures)** |
| Types of business strategies of tourism enterprises |
| Competitiveness factors of tourism enterprises |
| Cooperation, competition, strategic alliances in tourism |

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

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| **Course content (exercises)** |
| Management of the material base of a tourist enterprise |
| Elements of financial management of a tourist enterprise |
| Tourism enterprise management – case studies |

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 | test (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 organization and management in tourism enterprises.  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**

|  |  |
| --- | --- |
| **Form of activity** | **Średnia liczba godzin na zrealizowanie aktywności** |
| Contact hours resulting from the study schedule | 15h |
| Others with the participation of an academic teacher (participation in consultations, examination) | 15h |
| Non-contact hours - the student's own work (preparation for classes, examinations, writing a paper, etc.) | preparation for classes 10 h  preparation for test 10 h  preparation for presentation 10 h |
| SUM OF HOURS | 60 h |
| TOTAL NUMBER OF ECTS CREDITS | 2 |

*\* 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:  Capital structuring / Brian Coyle, Canterbury : CIB Publishing  Cash flow forecasting and liquidity, Canterbury : CIB Publishing  Effectiveness of management: micro and macro level / sci. ed. Anna Świrska, Katarzyna Wąsowska, Siedlce : Siedlce University of Natural Sciences and Humanities Publishing House, 2016  Modern brand management / Magdalena Grębosz, Dagna Siuda, Łódź : Lodz University of Technology Press, 2020  Human resource management : study guide to topics, vocabulary and definitions / Anna Krejner-Nowecka, Warszawa : Warsaw School of Economics, 2015  A handbook of human resource management practice / Michael Armstrong, London ; Sterling, VA : Kogan Page, 2003 |
| Supplementary literature:  Management of information in the age of digital transformation : the private and public sectors / scientific editing: Jolanta Brodowska-Szewczuk, Edyta Bombiak ; Siedlce University of Natural Sciencies and Humanities, Siedlce : Scientific Publishing House of Siedlce University of Natural Sciences and Humanities, 2019  Management Science : journal of the Institute of Management Sciences, Providence : Institute of Management Sciences  MIR Management International Review : journal of international business, Wiesbaden : Gabler |

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)