

SYLLABUS

ACTIVATION OF LOCAL COMMUNITIES

course id: US54AIJ3037_67S

Nazwa przedmiotu / Course name: Activation of local communities			
Nazwa kierunku / Study area: SPATIAL ECONOMY			
Forma studiów / Form of studies: I cycle (Bachelor), stationary	Profil studiów / Study profile:		Specjalność / Specialization:
Rok / Academic year: 3	Semestr / semester: 6 (summer)	Status przedmiotu / course status: facultative	Język przedmiotu / course language: English
EFEKTY UCZENIA SIĘ / LEARNING OUTCOMES			
Kategoria / Category	L.p. / No.	Opis efektu / Outcome description	
KNOWLEDGE	EP1	The student has theoretical knowledge about social and economic processes occurring in the modern world (including those resulting from the reorganization of the day) that create social opinion and affect the actual shape of spatial management	
	EP2	The student is aware of the human factor and the role, function and place of local government in the activation of local communities	
	EP3	The student understands and knows the value and principles of shaping existential space within the commune with the participation of an active local community, in accordance with civilization norms and respecting the needs of individual and collective people	
	EP4	The student knows the professional qualifications of specialists and institutions supporting or acting for the activation of the local community in order to include them in the creation of local space, and has basic institutional knowledge in the field of spatial and strategic planning, including the substantive input of the local community	
SKILLS	EP5	The student is able to identify and interpret the role and functions of social institutions and indicates the relationships between them	
	EP6	Student analyzes and diagnoses the state of individual elements of the spatial structure of areas, taking into account the degree of real and formal participation of local communities in their formation	
	EP7	Student knows and analyzes basic planning documents in terms of their practical usefulness for effective activation of local communities for their active participation in the local economy 3	
SOCIAL COMPETENCES	EP8	The student is ready to promote knowledge of space management in the local community	
TREŚCI PROGRAMOWE / COURSE PROGRAM			
L.p. / No.	Treści / Content		semestr / semester
			liczba godzin / Hours
Forma zajęć: wykład / Type of classes: lecture			
1	The origin of social institutions and an active local community as a social institution in a democratic world		5
2	Social revitalization as a process and tool for activating the local community and local development		5
3	Examples of successful cooperation		5
Forma zajęć: ćwiczenia / Type of classes: exercises			
1	Discussing the structure of the report and the report on the activation of		2

	local communities				
2	Selection of local community and development of individual concepts as well as sources and techniques for obtaining working material for implementing the proposed technique activating the local community			5	
3	Preparation of the report / report on the proposed technique and the progress of its implementation			8	
Metody kształcenia / Teaching methods:	academic and interactive lecture using the Internet, multimedia and 635 technique, discussion, case study, comparative analysis				
Metody weryfikacji efektów uczenia się / Methods of verification of learning outcomes			Nr efektu uczenia się z sylabusu / The number of learning outcome from syllabus		
	EGZAMIN PISEMNY / WRITTEN EXAM				
	EGZAMIN USTNY / ORAL EXAM				
	KOŁOKWIUM / WRITTEN TEST				
	OPINIE W DZIENNIKU PRAKTYK /				
	PRACA DYPLOMOWA / DIPLOMA THESIS				
	PRACA PISEMNA / ESEJ / RECENZJA / WRITTEN ESSAY/ REVIEW				
	PREZENTACJA / PRESENTATION				
	PROJEKT / PROJECT				
	SPRAWDZIAN / TEST				
	ZAJĘCIA PRAKTYCZNE (WERYFIKACJA POPRZEZ OBSERWACJE) PRACTICAL (verification by observation)				
Forma i warunki zaliczenia / Form and conditions of completion	lecture - credit with grade based on colloquium from lectures and recommended literature exercises - credit with grade taking into account the quality of the final report (meeting deadlines, building the first and last pages, text structure) and observation results (discussion culture, creativity, ability to use acquired skills for the needs of the report / report; ability to cooperate)				
	Zasady wyliczania oceny z przedmiotu / The calculation of a final grade The final grade is the average of the lecture and exercises				
Metoda obliczania oceny końcowej / The method of calculating final grade	Semes ter	Przedmiot / Course	Rodzaj zaliczenia / Type of exam	Metoda obliczania oceny / Method of grade calculation	Waga do średniej / Average weight
		Activation of local communities		Aruthmetic	
		Activation of local communities [lectures]			
		Activation of local communities [exercises]			
NAKŁAD PRACY STUDENTA / STUDENT WORKLOAD					
Łączny nakład pracy studenta w godz. / Total workload in hours		75			
Liczba punktów ECTS / Number of ECTS		3			

SYLLABUS

ANALYSIS OF TOURISM SERVICES MARKET

course id: US181AIIJ3350_12S

Nazwa przedmiotu / Course name: Analysis of tourism services market			
Nazwa kierunku / Study area: TOURISM AND RECREATION			
Forma studiów / Form of studies: II cycle (Master), stationary	Profil studiów / Study profile:		Specjalność / Specialization:
Rok / Academic year: 1	Semestr / semester: 2 (spring)	Status przedmiotu / course status: facultative	Język przedmiotu / course language: English
EFEKTY UCZENIA SIĘ / LEARNING OUTCOMES			
Kategoria / Category	L.p. / No.	Opis efektu / Outcome description	
KNOWLEDGE	EP1	The student has expanded knowledge of the research procedure and is able to explain the difference between research and analysis of the tourism market	
	EP2	The student knows the methods of analyzing data	
SKILLS	EP3	The student has the ability to analyze and interpret data (information) from the tourism sector	
SOCIAL COMPETENCES	EP4	The student is sensitive to the importance of objectivity in the analysis and assessment of phenomena occurring in the tourism sector	
TREŚCI PROGRAMOWE / COURSE PROGRAM			
L.p. ./ No	Treści / Content		semestr / semester liczba godzin / Hours
Forma zajęć: ćwiczenia / Type of classes: exercises			
1	Market analysis as a stage of the tourist market research procedure		1
2	Subject of tourist market analysis and information sources in tourism		2
3	Methods and techniques for analyzing the market of tourist services		4
4	Methods for presenting analysis results		2
5	Models and analysis of purchasing decisions on the tourist market		2
6	Analysis of marketing activities of tourist enterprises		2
7	Analysis of tourists' attitudes and preferences; numerical tasks		2
Metody kształcenia / Teaching methods:	lecture with moderated discussion, group work, multimedia presentations, project development		
Metody weryfikacji efektów uczenia się / Methods of verification of learning outcomes			Nr efektu uczenia się z sylabusa / The number of learning outcome from syllabus
	EGZAMIN PISEMNY / WRITTEN EXAM		
	EGZAMIN USTNY / ORAL EXAM		
	KOŁOKWIUM / WRITTEN TEST		EP1, EP2, EP3
	OPINIE W DZIENNIKU PRAKTYK / PRACA DYPLOMOWA / DIPLOMA THESIS		
	PRACA PISEMNA / ESEJ / RECENZJA / WRITTEN ESSAY/ REVIEW		
	PREZENTACJA / PRESENTATION		
	PROJEKT / PROJECT		EP1, EP2, EP3, EP4
	SPRAWDZIAN / TEST		
	ZAJĘCIA PRAKTYCZNE (WERYFIKACJA POPRZEZ OBSERWACJE) PRACTICAL (verification by observation)		EP1, EP2, EP3, EP4

Forma i warunki zaliczenia / Form and conditions of completion	written colloquium (test part, some in the form of open questions), presentation of a research project in class, student's own work, activity, presence)				
	Zasady wyliczania oceny z przedmiotu / The calculation of a final grade				
	The final grade is the exercises grade				
Metoda obliczania oceny końcowej / The method of calculating final grade	Semes ter	Przedmiot / Course	Rodzaj zaliczenia / Type of exam	Metoda obliczania oceny / Method of grade calculation	Waga do średniej / Average weight
		Analysis of tourism services market			weight
		Analysis of tourism services market [excercises]]	Grade		1
NAKŁAD PRACY STUDENTA / STUDENT WORKLOAD					
Łączny nakład pracy studenta w godz. / Total workload in hours	75				
Liczba punktów ECTS / Number of ECTS	3				

SYLLABUS

BASICS OF MARKETING IN TOURISM AND RECREATION

course id: US181AIJ3343_26S

Nazwa przedmiotu / Course name: Basics of marketing in tourism and recreation			
Nazwa kierunku / Study area: TOURISM AND RECREATION			
Forma studiów / Form of studies: II cycle (Master), stationary	Profil studiów / Study profile:		Specjalność / Specialization:
Rok / Academic year: 1	Semestr / semester: 2 (spring)	Status przedmiotu / course status: facultative	Język przedmiotu / course language: English
EFEKTY UCZENIA SIĘ / LEARNING OUTCOMES			
Kategoria / Category	L.p. / No.	Opis efektu / Outcome description	
KNOWLEDGE	EP1	The student knows the basic concepts of marketing and is able to present the marketing process in an enterprise	
	EP2	student distinguishes market behavior of individual and institutional entities.	
SKILLS	EP3	The student is able to choose and design marketing instruments for the indicated example company	
	EP4	Student identifies segments on a selected market and adjusts marketing solutions to them	
SOCIAL COMPETENCES	EP5	student examines and assesses the marketing environment of the enterprise	
TREŚCI PROGRAMOWE / COURSE PROGRAM			
L.p. / No.	Treści / Content		semestr / semester liczba godzin / Hours
Forma zajęć: wykład / Type of classes: lecture			
1	Defining marketing. Marketing instruments. Marketing orientations. Modern marketing approach.		1
2	The essence of the market from a marketing point of view, the essence of competition, competitive advantage		1
3	Marketing environment, environmental factors, trends in the environment		1
4	Market segmentation and target market definition		1
5	Positioning the offer on the market		1
6	Behaviors of individual consumers on the market, needs, factors, purchase process		1
7	Behaviors of institutional buyers on the market		1
8	Marketing information system. Basic methods and techniques of marketing research.		1
9	Product Policy		1
10	New product on the market		1
11	Price policy on the market		1
12	Distribution Policy		1
13	Marketing communication		1
14	The essence of marketing strategy, strategies of marketing instruments and strategies of relations and partnerships		1
15	Globalization of marketing activities, the impact of modern technologies on marketing.		1
Forma zajęć: ćwiczenia / Type of classes: exercises			

1	Recognizing and assessing the marketing instruments used on selected examples. Selection of marketing instruments. Recognition of enterprise operation orientation on selected examples.		1
2	Identifying the marketing environment of the enterprise on selected examples. Assessment of the significance of the elements found and their impact on the company. Selection of appropriate marketing activities tailored to the market environment. Work in groups on selected examples.		2
3	Market segmentation procedures. Perform segmentation. Identification of segments suitable for the enterprise from various points of view. Adapting activities to selected segments.		1
4	Perception map and semantic profile as tools facilitating market positioning. Types of positioning.		1
5	Identifying and predicting market behavior of individual consumers; determining the main factors influencing the purchasing decision in specific situations.		1
6	Institutional goods market? knowledge analysis, comparison of institutional goods market entities		1
7	Marketing research - comparison of methods and types. Selection of the research method depending on the research problem and the situation of the researcher - work on selected examples, development of a research tool.		2
8	Product and analysis of product layered structure. Shaping product range.		1
9	Product Attributes. Brand meaning; types of brands, elements of brand creation, case study		1
10	Recognition of product life cycle phases and characteristic phenomena in each of them on selected examples.		1
11	Price analysis as a marketing instrument		1
12	Designing distribution channels on selected examples. Analysis of merchandising activities		1
13	Formal communication - analysis of the message, efficiency and effectiveness of selected media. Informal communication? ways of reaching the target recipient with the offer. Unconventional and modern forms of promotion. Application of promotional activities on an example		1
Metody kształcenia / Teaching methods:	Lecture using multimedia techniques, case study, group work, presentation		
Metody weryfikacji efektów uczenia się / Methods of verification of learning outcomes		Nr efektu uczenia się z sylabusu / The number of learning outcome from syllabus	
	EGZAMIN PISEMNY / WRITTEN EXAM		
	EGZAMIN USTNY / ORAL EXAM		
	KOLOKWIUM / WRITTEN TEST	Ep1, EP2, EP3, EP4	
	OPINIE W DZIENNIKU PRAKTYK / PRACA DYPLOMOWA / DIPLOMA THESIS		
	PRACA PISEMNA / ESEJ / RECENZJA / WRITTEN ESSAY/ REVIEW		
	PREZENTACJA / PRESENTATION		
	PROJEKT / PROJECT	Ep3, EP4, EP5, EP6	
	SPRAWDZIAN / TEST		
	ZAJĘCIA PRAKTYCZNE (WERYFIKACJA POPRZEZ OBSERWACJE) PRACTICAL (verification by observation)		
Forma i warunki zaliczenia / Form and conditions of completion	Written test: open and closed questions and tasks. Tasks checking teamwork skills, creativity and independence.		
	Zasady wyliczania oceny z przedmiotu / The calculation of a final grade The final grade is the arithmetic average of the grades obtained.		
Metoda obliczania oceny końcowej /	Semes ter	Przedmiot / Course	Rodzaj zaliczenia /
			Metoda obliczania
			Waga do średniej

The method of calculating final grade			Type of exam	oceny / Method of grade calculation	/ Average weight
		Basics of marketing in tourism and recreation		Arithmetic	
		Basics of marketing in tourism and recreation [exercises]			
		Basics of marketing in tourism and recreation [lectures]			

NAKŁAD PRACY STUDENTA / STUDENT WORKLOAD

Łączny nakład pracy studenta w godz. / Total workload in hours	75
Liczba punktów ECTS / Number of ECTS	3

SYLLABUS

BUSINESS ANALYSIS OF TOURISM ENTERPRISES

course id: US181AIJ3312_114S

Nazwa przedmiotu / Course name: Business analysis of tourism enterprises			
Nazwa kierunku / Study area: TOURISM AND RECREATION			
Forma studiów / Form of studies: I cycle (Bachelor), stationary	Profil studiów / Study profile:		Specjalność / Specialization:
Rok / Academic year: 2	Semestr / semester: 4 (spring)	Status przedmiotu / course status: facultative	Język przedmiotu / course language: English
EFEKTY UCZENIA SIĘ / LEARNING OUTCOMES			
Kategoria / Category	L.p. / No.	Opis efektu / Outcome description	
KNOWLEDGE	EP1	The student knows the theoretical foundations and principles of economic analysis and the possibilities of using selected elements of economic analysis in the diagnosis of the functioning of tourism enterprises	
SKILLS	EP2	The student is able to put into practice selected methods of economic analysis applied to tourism enterprises	
	EP3	The student is prepared to independently solve analytical and research problems and diagnose the economic and financial condition of tourist enterprises on this basis 2	
SOCIAL COMPETENCES	EP4	The student is ready to demonstrate attitudes of creativity and independence in the analysis, assessment and prospective diagnosis of the functioning of tourism enterprises	
TREŚCI PROGRAMOWE / COURSE PROGRAM			
L.p. / No.	Treści / Content		semestr / semester liczba godzin / Hours
Forma zajęć: wykład / Type of classes: lecture			
1	Methodical foundations for analyzing and assessing the business activity of tourism enterprises		
2	Analysis of the sectoral environment of tourist enterprises		
3	Analysis and assessment of the profitability of tourism enterprises based on synthetic indicators		
4	Preliminary analysis of the economic and financial condition of tourist enterprises based on financial statements		
5	Causal and pyramidal analysis of capital profitability in tourism enterprises		
6	Indicators of tourist enterprises listed on stock exchanges		
7	Methods for analyzing investment efficiency in tourism enterprises		
Forma zajęć: ćwiczenia / Type of classes: exercises			
1	Cost analysis in tourist enterprises		
2	Analysis of revenues in tourist enterprises		
3	Break-even analysis in tourism enterprises		
4	Profit sensitivity analysis in tourism enterprises		
5	Price policy in tourist enterprises - object-oriented calculation of prices, profits and costs		
6	Analysis of financial liquidity in tourist enterprises		
7	Debt and solvency analysis of tourism enterprises		
8	Extended analysis of financial statements of tourist enterprises		
9	Budgeting of tourist enterprises		

10	Case study - analysis of stock market indicators of selected companies from the tourism sector listed on the Warsaw Stock Exchange					
Metody kształcenia / Teaching methods:		case studies, didactic discussion, Lecture using multimedia techniques, work in groups				
Metody weryfikacji efektów uczenia się / Methods of verification of learning outcomes			Nr efektu uczenia się z sylabusu / The number of learning outcome from syllabus			
		EGZAMIN PISEMNY / WRITTEN EXAM	EP1, EP3, EP4			
		EGZAMIN USTNY / ORAL EXAM				
		KOŁOKWIUM / WRITTEN TEST	EP1, EP4			
		OPINIE W DZIENNIKU PRAKTYK / PRACA DYPLOMOWA / DIPLOMA THESIS				
		PRACA PISEMNA / ESEJ / RECENZJA / WRITTEN ESSAY/ REVIEW				
		PREZENTACJA / PRESENTATION				
		PROJEKT / PROJECT				
		SPRAWDZIAN / TEST				
		ZAJĘCIA PRAKTYCZNE (WERYFIKACJA POPRZEZ OBSERWACJE) PRACTICAL (verification by observation)	EP2			
		Forma i warunki zaliczenia / Form and conditions of completion		Lecture: Credit in the form of a written exam (open and test questions) - the exam includes knowledge of lectures and recommended literature. exercises: Written test (test, tasks), activity.		
		Zasady wyliczania oceny z przedmiotu / The calculation of a final grade				
		The final grade in the exam grade.				
Metoda obliczania oceny końcowej / The method of calculating final grade		Semes ter	Przedmiot / Course	Rodzaj zaliczenia / Type of exam	Metoda obliczania oceny / Method of grade calculation	Waga do średniej / Average weight
			Business analysis of tourism enterprises		Weight	
			Business analysis of tourism enterprises [exercises]			0
			Business analysis of tourism enterprises [lectures]			1
NAKŁAD PRACY STUDENTA / STUDENT WORKLOAD						
Łączny nakład pracy studenta w godz. / Total workload in hours		100				
Liczba punktów ECTS / Number of ECTS		4				

SYLLABUS

CONTEMPORARY TRENDS IN TOURISM AND RECREATION

course id: US181AIIJ2994_59S

Nazwa programu studiów:			
Nazwa przedmiotu / Course name: Contemporary trends in tourism and recreation			
Nazwa kierunku / Study area: TOURISM AND RECREATION			
Forma studiów / Form of studies: II cycle (Master), stationary		Profil studiów / Study profile:	
Specjalność / Specialization:			
Rok / Academic year: 1	Semestr / semester: 1 (winter)	Status przedmiotu / course status: facultative	Język przedmiotu / course language: English
EFEKTY UCZENIA SIĘ / LEARNING OUTCOMES			
Kategoria / Category	L.p. / No.	Opis efektu / Outcome description	
KNOWLEDGE	EP1	The student knows the latest trends on the market of tourist and recreational services	
SKILLS	EP2	The student is able to analyze selected contemporary tourist and recreational services, as well as make proposals for the target consumer group and present them to the group	
	EP3	The student is able to make a critical assessment of the knowledge in the field of contemporary trends in tourism and recreation	
SOCIAL COMPETENCES	EP7	The student is willing to show respect to tourists in the context of their choices related to contemporary trends in tourism and recreation	
TREŚCI PROGRAMOWE / COURSE PROGRAM			
L.p. / No.	Treści / Content		semestr / semester
			liczba godzin / Hours
Forma zajęć: wykład / Type of classes: lecture			
1	Contemporary market of tourist and recreational services - introduction to subject matter		2
2	The latest trends on the market of tourist services - the characteristics of tourism products and services in relation to selected forms of tourism.		6
3	The latest trends on the market of recreational services - the characteristics of recreational products and services		4
4	Contemporary tourism and recreation in the context of economic, social and cultural changes.		3
Forma zajęć: ćwiczenia / Type of classes: exercises			
1	Introduction to the subject. Acquainted with the objective issues, requirements, literature, forms complete the course.		1
2	Recent trends in the hotel		2
3	Recent trends in air, land and sea transport		2
4	Contemporary tourism and health - travel medicine, insurance		4
5	Recent trends in recreation - analysis of theme parks		2
6	I visit the city by playing (it is possible to implement the topic in the field)		4
Metody kształcenia / Teaching methods:	Interactive lecture, brainstorming, discussion, team work, presentation		
Metody weryfikacji efektów uczenia się / Methods of verification of learning outcomes			Nr efektu uczenia się z sylabusu / The number of learning outcome from syllabus
	EGZAMIN PISEMNY / WRITTEN EXAM		
	EGZAMIN USTNY / ORAL EXAM		
	KOŁOKWIUM / WRITTEN TEST		EP 1

	OPINIE W DZIENNIKU PRAKTYK /				
	PRACA DYPLOMOWA / DIPLOMA THESIS				
	PRACA PISEMNA / ESEJ / RECENZJA / WRITTEN ESSAY/ REVIEW				
	PREZENTACJA / PRESENTATION				EP1, EP2, EP3
	PROJEKT / PROJECT				
	SPRAWDZIAN / TEST				
	ZAJĘCIA PRAKTYCZNE (WERYFIKACJA POPRZEZ OBSERWACJE) PRACTICAL (verification by observation)				EP2, EP3, EP4
Forma i warunki zaliczenia / Form and conditions of completion	Examination of exercises includes the preparation and presentation of its presentation on a chosen topic related to contemporary trends occurring in tourism and recreation. The received grade is the final grade of the exercises. The final mark of the exercises can be increased for additional activity or volunteering. Passing written test includes lectures with topics of lectures and exercises				
	Zasady wyliczania oceny z przedmiotu / The calculation of a final grade				
	The rating of the course is the arithmetic average of the assessment of lectures and assessment exercise				
Metoda obliczania oceny końcowej / The method of calculating final grade	Semester	Przedmiot / Course	Rodzaj zaliczenia / Type of exam	Metoda obliczania oceny / Method of grade calculation	Waga do średniej / Average weight
	1	Contemporary trends in tourism and recreation		Arithmetic	
	1	Contemporary trends in tourism and recreation	Completion with a grade		
	1	Contemporary trends in tourism and recreation	Completion with a grade		
NAKŁAD PRACY STUDENTA / STUDENT WORKLOAD					
Łączny nakład pracy studenta w godz. / Total workload in hours		100			
Liczba punktów ECTS / Number of ECTS		4			

SYLLABUS

ECONOMICS OF CITIES AND REGIONS

course id: US54AIJ3036_24S

Nazwa przedmiotu / Course name: Economics of cities and regions			
Nazwa kierunku / Study area: SPATIAL ECONOMY			
Forma studiów / Form of studies: I cycle (Bachelor), stationary	Profil studiów / Study profile:		Specjalność / Specialization:
Rok / Academic year: 2	Semestr / semester: 3 (winter)	Status przedmiotu / course status: facultative	Język przedmiotu / course language: English
EFEKTY UCZENIA SIĘ / LEARNING OUTCOMES			
Kategoria / Category	L.p. / No.	Opis efektu / Outcome description	
KNOWLEDGE	EP1	The student lists and describes the individual factors affecting the development of business in cities	
	EP2	The student characterizes the processes of shaping the relationship between the level of industrialization and the increase in the number of urban population, the level of its professional qualifications, life model, etc.	
	EP3	The student characterizes the processes of shaping the relationship between the economic strength of the city and the radius of its impact on adjacent areas	
SKILLS	EP4	Student analyzes and assesses the impact of local markets on the development of the economic base of cities	
	EP5	The student verifies the various dependencies and benefits of the location of local markets for the city and recognizes the reasons for each of these factors	
	EP6	The student proves the effectiveness of individual methods of analyzing the functioning of the urban economy	
SOCIAL COMPETENCES	EP7	The student is ready to work independently to propose creative ways of managing the city's development	
TREŚCI PROGRAMOWE / COURSE PROGRAM			
L.p. / No.	Treści / Content		semestr / semester liczba godzin / Hours
Forma zajęć: wykład / Type of classes: lecture			
1	Basics of economic activity in cities		1
2	The city and its functions against the background of the economic base. City classification criteria		1
3	Areas of urban economy		1
4	Business entities in the city		1
5	Local markets as factors of economic development of cities		1
6	Budget and credit rules for supplying the urban economy		1
7	Methods for analyzing the functioning of the urban economy		1
8	Theoretical foundations of local and regional development		1
9	Public administration and the regional and local economy		1
10	Competitiveness of the regional and local economy		1
11	Regional policy		1
12	Programming regional and local economy		2
13	Regional and local economy management		2
Forma zajęć: ćwiczenia / Type of classes: exercises			

1	Share of the city (subregion) in creating the region's GDP		1
2	City functions, economic activity, economic entities		2
3	Commuting, range of influence of a large city (agglomeration) in a regional system		2
4	Municipal management, water supply and sewage systems		2
5	Housing economy		2
6	Financial economy. Revenue of local government units		2
7	Local government units' expenses and budget		2
8	Competitiveness of cities and regions		2

Metody kształcenia / Teaching methods:	Analysis of texts with discussion, Development of the project (paper), Group work, Solving tasks, Analysis of critical events and cases, Information talk, consolidation, control and presenting new messages.		
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Metody weryfikacji efektów uczenia się / Methods of verification of learning outcomes		Nr efektu uczenia się z sylabusu / The number of learning outcome from syllabus
	EGZAMIN PISEMNY / WRITTEN EXAM	
	EGZAMIN USTNY / ORAL EXAM	
	KOLOKWIUM / WRITTEN TEST	EP1,EP2,EP3
	OPINIE W DZIENNIKU PRAKTYK / PRACA DYPLOMOWA / DIPLOMA THESIS	
	PRACA PISEMNA / ESEJ / RECENZJA / WRITTEN ESSAY/ REVIEW	EP4,EP5,EP6,EP7
	PREZENTACJA / PRESENTATION	
	PROJEKT / PROJECT	EP4,EP5,EP6
	SPRAWDZIAN / TEST	
	ZAJĘCIA PRAKTYCZNE (WERYFIKACJA POPRZEZ OBSERWACJE) PRACTICAL (verification by observation)	EP7

Forma i warunki zaliczenia / Form and conditions of completion	Written colloquium - knowledge from lectures and literature. Completion of exercises based on: implementation of a collective project based on partial tasks, written development of tasks (at individual exercise meetings).		
	Zasady wyliczania oceny z przedmiotu / The calculation of a final grade The final grade is the average of the exercises and written test.		

Metoda obliczania oceny końcowej / The method of calculating final grade	Semes ter	Przedmiot / Course	Rodzaj zaliczenia / Type of exam	Metoda obliczania oceny / Method of grade calculation	Waga do średniej / Average weight
		Economics of cities and regions		weight	
		Economics of cities and regions [exercises]	Test		0,5
		Economics of cities and regions [lectures]	test		0,5

NAKŁAD PRACY STUDENTA / STUDENT WORKLOAD

Łączny nakład pracy studenta w godz. / Total workload in hours	75
Liczba punktów ECTS / Number of ECTS	3

SYLLABUS

ECONOMICS OF TOURISM AND RECREATION

course id: US181AIJ3350_23S

Nazwa przedmiotu / Course name: Economics of tourism and recreation			
Nazwa kierunku / Study area: TOURISM AND RECREATION			
Forma studiów / Form of studies: I cycle (Bachelor), stationary	Profil studiów / Study profile:		Specjalność / Specialization:
Rok / Academic year: 1	Semestr / semester: 2 (spring)	Status przedmiotu / course status: facultative	Język przedmiotu / course language: English
EFEKTY UCZENIA SIĘ / LEARNING OUTCOMES			
Kategoria / Category	L.p. / No.	Opis efektu / Outcome description	
KNOWLEDGE	EP1	The student has basic knowledge about the economics of tourism and recreation and its place in the system of economic sciences	
	EP2	The student knows the basic economic categories, laws, regularities and phenomena occurring on the market of tourist and recreational services	
SKILLS	EP3	The student is able to analyze and evaluate economic phenomena occurring on the market of tourist and recreational services	
	EP4	Student is able to predict various market situations and solve problems using the acquired knowledge about the functioning of the tourist and recreational market	
SOCIAL COMPETENCES	EP5	The student is sensitive to the importance of objectivity in the analysis and assessment of economic phenomena occurring on the market of tourist and recreational services	
	EP6	The student shows readiness to discuss the importance of economic phenomena occurring on the market of tourist and recreational services	
TREŚCI PROGRAMOWE / COURSE PROGRAM			
L.p. / No.	Treści / Content		semestr / semester liczba godzin / Hours
Forma zajęć: wykład / Type of classes: lecture			
1	Economics of tourism and recreation in the system of economic sciences		
2	Place of tourism and recreation in the economy		
3	Market of tourist and recreational services		
4	Tourist and recreational demand		
5	Tourist and recreation supply		
6	Prices for tourist and recreational services		
7	State policy in the area of recreation tourism		
8	International tourism		
Forma zajęć: ćwiczenia / Type of classes: exercises			
1	Basic concepts and definitions in the field of tourism and recreation; links between tourism and recreation		
2	Selected forms of tourism (exercises in groups)		
3	Functions performed by tourism and recreation. Tourism and recreation dysfunctions		
4	Tourism economy; classification of tourist and recreational activities (exercises in groups). Tourism industry. The importance of the tourism sector		
5	Tourist and recreational demand - basic dependencies		
6	Tourist supply; characteristics of tourist supply; measures of tourist and recreational supply		

7	Tourist and recreational product					
8	Recreational services					
9	Determinants and methods of pricing tourist and recreational services					
10	Tourist and recreational policy					
11	Quality of tourist and recreational services					
12	Characteristics of international tourism (exercises in groups)					
13	Participation of Poles in tourist trips					
14	Tourism Satellite Account					
Metody kształcenia / Teaching methods:		analysis of texts with discussion, multimedia presentations, group work, case studies				
Metody weryfikacji efektów uczenia się / Methods of verification of learning outcomes			Nr efektu uczenia się z sylabusu / The number of learning outcome from syllabus			
		EGZAMIN PISEMNY / WRITTEN EXAM	EP1, EP2, EP3			
		EGZAMIN USTNY / ORAL EXAM				
		KOŁOKWIUM / WRITTEN TEST	EP1, EP3, EP4			
		OPINIE W DZIENNIKU PRAKTYK / PRACA DYPLOMOWA / DIPLOMA THESIS				
		PRACA PISEMNA / ESEJ / RECENZJA / WRITTEN ESSAY/ REVIEW				
		PREZENTACJA / PRESENTATION				
		PROJEKT / PROJECT	EP2, EP4, EP5, EP6			
		SPRAWDZIAN / TEST				
		ZAJĘCIA PRAKTYCZNE (WERYFIKACJA POPRZEZ OBSERWACJE) PRACTICAL (verification by observation)				
Forma i warunki zaliczenia / Form and conditions of completion		Lecture: written exam (descriptive questions, test questions) covering knowledge of lectures and recommended literature. Exercises: written test (descriptive questions, test questions), student's own work, activity, presence				
		Zasady wyliczania oceny z przedmiotu / The calculation of a final grade				
		The final grade in is the exam grade.				
Metoda obliczania oceny końcowej / The method of calculating final grade		Semes ter	Przedmiot / Course	Rodzaj zaliczenia / Type of exam	Metoda obliczania oceny / Method of grade calculation	Waga do średniej / Average weight
			Economics of tourism and recreation		Weight	
			Economics of tourism and recreation [lectures]			1
			Economics of tourism and recreation [exercises]			0
NAKŁAD PRACY STUDENTA / STUDENT WORKLOAD						
Łączny nakład pracy studenta w godz. / Total workload in hours		100				
Liczba punktów ECTS / Number of ECTS		4				

SYLLABUS

E-TECHNOLOGIES IN TOURISM AND RECREATION

course id:

Nazwa przedmiotu / Course name: E-technologies in tourism and recreation			
Nazwa kierunku / Study area: TOURISM AND RECREATION			
Forma studiów / Form of studies: I cycle (Bachelor), stationary	Profil studiów / Study profile:		Specjalność / Specialization:
Rok / Academic year: 2	Semestr / semester: 4 (spring)	Status przedmiotu / course status: facultative	Język przedmiotu / course language: English
EFEKTY UCZENIA SIĘ / LEARNING OUTCOMES			
Kategoria / Category	L.p. / No.	Opis efektu / Outcome description	
KNOWLEDGE	EP1	The student has knowledge of the role that information technologies play in tourism and recreation	
	EP2	The student knows the basic definitions regarding databases, business intelligence, spreadsheets and understands the possibilities of their application to support tourist and recreational activities	
	EP3	The student has knowledge of online tools that can be used to support tourism businesses	
SKILLS	EP4	The student can use statistical data	
	EP5	The student is able to carry out simple analyzes using Business Intelligence systems to support decision-making processes	
	EP6	The student is able to apply e-tools for conducting economic and financial analyzes in a tourist enterprise	
	EP7	The student is able to use the Internet and information technologies for tourism marketing and in the process of designing a new investment or tourist service	
SOCIAL COMPETENCES	EP8	The student is aware of the responsibility associated with the results of the analysis, and thus understands the need to maintain accuracy and professionalism in their activities	
TREŚCI PROGRAMOWE / COURSE PROGRAM			
L.p. ./ No .	Treści / Content		semestr / semester liczba godzin / Hours
Forma zajęć: ćwiczenia / Type of classes: laboratory			
	The role of databases in tourism management		2
	The tourist services market in Poland - basic concepts and indicators		2
	Analysis of the tourist services market in the marketing aspect using Business Intelligence tools		4
	Analysis of the tourist services market in terms of employment using Business Intelligence tools		4
	Analysis of the market of tourist services in the aspect of transport using Business Intelligence tools		4
	IT support for decision-making processes in tourism and recreation		4
	Cost analysis in a tourist enterprise using e-tools		4
	Price policy in a tourist enterprise - exercises using e-tools		4
	Budgeting in a tourist enterprise - exercises using e-tools		4
	E-tools supporting quality management in a tourist enterprise		4
	Economic and technological conditions related to the design of a new investment or tourist service (project)		9

Metody kształcenia / Teaching methods:	Work at the computer using desktop software and cloud services, multimedia presentation, problem tasks, group work, discussion, e-learning				
Metody weryfikacji efektów uczenia się / Methods of verification of learning outcomes					Nr efektu uczenia się z sylabusu / The number of learning outcome from syllabus
	EGZAMIN PISEMNY / WRITTEN EXAM				
	EGZAMIN USTNY / ORAL EXAM				
	KOŁOKWIUM / WRITTEN TEST				
	OPINIE W DZIENNIKU PRAKTYK /				
	PRACA DYPLOMOWA / DIPLOMA THESIS				
	PRACA PISEMNA / ESEJ / RECENZJA / WRITTEN ESSAY/ REVIEW				
	PREZENTACJA / PRESENTATION				
	PROJEKT / PROJECT				EP1, EP2, , EP3, EP4, EP5, EP7, EP7, EP8
	SPRAWDZIAN / TEST				
	ZAJĘCIA PRAKTYCZNE (WERYFIKACJA POPRZEZ OBSERWACJE) PRACTICAL (verification by observation)				
Forma i warunki zaliczenia / Form and conditions of completion	Implementation of the project in accordance with substantive and technical assumptions				
	Zasady wyliczania oceny z przedmiotu / The calculation of a final grade				
	The final grade is a weighted average				
Metoda obliczania oceny końcowej / The method of calculating final grade	Semester	Przedmiot / Course	Rodzaj zaliczenia / Type of exam	Metoda obliczania oceny / Method of grade calculation	Waga do średniej / Average weight
		E-technologies in tourism and recreation		Weight	
		E-technologies in tourism and recreation [laboratory]			1
NAKŁAD PRACY STUDENTA / STUDENT WORKLOAD					
Łączny nakład pracy studenta w godz. / Total workload in hours		100			
Liczba punktów ECTS / Number of ECTS		4			

SYLLABUS

FINANCING THE TOURISM DEVELOPMENT

course id:

Nazwa przedmiotu / Course name: Financing the tourism development			
Nazwa kierunku / Study area: TOURISM AND RECREATION			
Forma studiów / Form of studies: II cycle (Master), stationary	Profil studiów / Study profile:		Specjalność / Specialization:
Rok / Academic year: 2	Semestr / semester: 3 (winter)	Status przedmiotu / course status: facultative	Język przedmiotu / course language: English
EFEKTY UCZENIA SIĘ / LEARNING OUTCOMES			
Kategoria / Category	L.p. / No.	Opis efektu / Outcome description	
KNOWLEDGE	EP1	The student defines and characterizes the basic concepts related to the financing of tourism development	
	EP2	Student lists sources and types of financing	
SKILLS	EP3	The student discusses the functioning and specificity of the tourism development financing system	
	EP4	Student classifies and compares the basic types and sources of financing	
SOCIAL COMPETENCES	EP5	Student identifies institutions financing tourism development and defines their importance for local development	
	EP6	The student critically assesses the effects of the proposed solutions for financing tourism development	
TREŚCI PROGRAMOWE / COURSE PROGRAM			
L.p. / No.	Treści / Content		semestr / semester liczba godzin / Hours
Forma zajęć: wykład / Type of classes: lecture			
	The essence and importance of finance in tourism		
	The importance of equity in the enterprise		
	Sources of financing enterprises		
	Institutions financing the development of tourism		
	Instruments financing tourism development		
	Financing the development of tourism and recreation from EU funds		
Forma zajęć: ćwiczenia / Type of classes: exercises			
	Finance in tourism - practical aspects		
	Determinants of financing sources selection		
	Analysis of financing sources for enterprises		
	Analysis of financial instruments financing the development of tourism		
	Financial infrastructure at the regional level - objective and subjective approach		
	Financial capacity analysis		
	Financing the development of tourism and recreation from EU funds - case studies		
Metody kształcenia / Teaching methods:	multimedia presentations, case study, open discussion, work in groups		
Metody weryfikacji efektów uczenia się / Methods of verification of			Nr efektu uczenia się z sylabusa / The number of learning outcome from syllabus
	EGZAMIN PISEMNY / WRITTEN EXAM		

learning outcomes	EGZAMIN USTNY / ORAL EXAM				
	KOLOKWIUM / WRITTEN TEST		EP1, EP2, EP3, EP4, EP5, EP6		
	OPINIE W DZIENNIKU PRAKTYK /				
	PRACA DYPLOMOWA / DIPLOMA THESIS				
	PRACA PISEMNA / ESEJ / RECENZJA / WRITTEN ESSAY/ REVIEW				
	PREZENTACJA / PRESENTATION				
	PROJEKT / PROJECT				
	SPRAWDZIAN / TEST				
	ZAJĘCIA PRAKTYCZNE (WERYFIKACJA POPRZEZ OBSERWACJE) PRACTICAL (verification by observation)		EP2, EP3, EP5, EP6		
Forma i warunki zaliczenia / Form and conditions of completion	Exercises grade: one written test at the end of the semester. Student's knowledge base and the ability to use it in practice in solving tasks and cases are assessed. The student is required to attend and be active in class, the activity is treated as practical classes; verification by observation.				
	Zasady wyliczania oceny z przedmiotu / The calculation of a final grade				
	The final grade is the arithmetic average of the evaluation of lectures and exercises				
Metoda obliczania oceny końcowej / The method of calculating final grade	Semes ter	Przedmiot / Course	Rodzaj zaliczenia / Type of exam	Metoda obliczania oceny / Method of grade calculation	Waga do średniej / Average weight
		Financing the tourism development		Arithmetic	
		Financing the tourism development [exercises]			
		Financing the tourism development [lectures]			
NAKŁAD PRACY STUDENTA / STUDENT WORKLOAD					
Łączny nakład pracy studenta w godz. / Total workload in hours		100			
Liczba punktów ECTS / Number of ECTS		4			

SYLLABUS

FORMS OF TOURISM SERVICING

course id: US181AIIJ3350_13S

Nazwa przedmiotu / Course name: Forms of tourism servicing			
Nazwa kierunku / Study area: TOURISM AND RECREATION			
Forma studiów / Form of studies: II cycle (Master), stationary	Profil studiów / Study profile:		Specjalność / Specialization:
Rok / Academic year: 1	Semestr / semester: 2 (spring)	Status przedmiotu / course status: facultative	Język przedmiotu / course language: English
EFEKTY UCZENIA SIĘ / LEARNING OUTCOMES			
Kategoria / Category	L.p. / No.	Opis efektu / Outcome description	
KNOWLEDGE	EP1	The student knows and characterizes the forms of tourist service at individual stages of tourist travel	
	EP2	The student has knowledge about the changes taking place on the tourist market and their consequences for tourist services	
SKILLS	EP3	The student is able to classify tourist traffic and has the ability to organize tourist events of all kinds	
	EP4	Student analyzes logistics processes occurring in tourism	
SOCIAL COMPETENCES	EP5	The student demonstrates an attitude of readiness to develop programs for tourist events while maintaining the rules for the safety of designed events	
	EP6	The student is aware of the importance of tourism for the quality of life	
TREŚCI PROGRAMOWE / COURSE PROGRAM			
L.p. / No.	Treści / Content		semestr / semester
			liczba godzin / Hours
Forma zajęć: wykład / Type of classes: lecture			
1	Diversification of tourism in the world		2
2	The main principles of tourist service		2
3	New trends in tourist service		2
4	Stages of organization and service of tourist traffic		2
5	Forms of tourist service		4
6	Logistics in tourist traffic service		2
7	Insurance in tourism		1
Forma zajęć: ćwiczenia / Type of classes: exercises			
1	Analysis of tourist traffic in Poland divided into domestic trips and arrivals of foreigners (case study)		2
2	Programming rules for tourist events for selected recipients and forms of tourism - discussion		4
3	Preparation of the tourist event program		3
4	Task presentation		3
5	Analysis of travel insurance		3
Metody kształcenia / Teaching methods:		prezentacje multimedialne, praca w grupach, opracowanie projektu	
Metody weryfikacji		Nr efektu uczenia się z	

efektów uczenia się / Methods of verification of learning outcomes				sylabusa / The number of learning outcome from syllabus	
	EGZAMIN PISEMNY / WRITTEN EXAM			EP1, EP2, EP3, EP4, EP5, EP6	
	EGZAMIN USTNY / ORAL EXAM				
	KOŁOKWIUM / WRITTEN TEST			EP1, EP2, EP3, EP4	
	OPINIE W DZIENNIKU PRAKTYK / PRACA DYPLOMOWA / DIPLOMA THESIS				
	PRACA PISEMNA / ESEJ / RECENZJA / WRITTEN ESSAY/ REVIEW				
	PREZENTACJA / PRESENTATION				
	PROJEKT / PROJECT			EP1, EP2, EP3, EP4, EP5, EP6	
	SPRAWDZIAN / TEST				
	ZAJĘCIA PRAKTYCZNE (WERYFIKACJA POPRZEZ OBSERWACJE) PRACTICAL (verification by observation)				
	Forma i warunki zaliczenia / Form and conditions of completion	The condition of passing the course is passing an exam in writing. The exam can be taken by students who received an earlier pass from the exercises. The basis for passing the classes is participation in classes, preparation of a practical task, positive evaluation of the test and active participation in classes.			
Zasady wyliczania oceny z przedmiotu / The calculation of a final grade					
The final grade is the weighted average of the exam and final test colloquium					
Metoda obliczania oceny końcowej / The method of calculating final grade	Semes ter	Przedmiot / Course	Rodzaj zaliczenia / Type of exam	Metoda obliczania oceny / Method of grade calculation	Waga do średniej / Average weight
		Forms of tourism servicing			Weight
		Forms of tourism servicing [exercises]	Test		0
		Forms of tourism servicing [lectures]	Exam		1
NAKŁAD PRACY STUDENTA / STUDENT WORKLOAD					
Łączny nakład pracy studenta w godz. / Total workload in hours		100			
Liczba punktów ECTS / Number of ECTS		4			

SYLLABUS

FUNCTIONING OF TOURIST AND RECREATIONAL ENTITIES

course id: US181AIJ3350_33S

Nazwa przedmiotu / Course name: Functioning of tourist and recreational entities			
Nazwa kierunku / Study area: TOURISM AND RECREATION			
Forma studiów / Form of studies: I cycle (Bachelor), stationary	Profil studiów / Study profile:		Specjalność / Specialization:
Rok / Academic year: 2	Semestr / semester: 3 (winter)	Status przedmiotu / course status: facultative	Język przedmiotu / course language: English
EFEKTY UCZENIA SIĘ / LEARNING OUTCOMES			
Kategoria / Category	L.p. / No.	Opis efektu / Outcome description	
KNOWLEDGE	EP1	The student defines different types of enterprises Tourist	
	EP2	The student explains the principles of enterprises of functioning on tourism market	
	EP3	The student has knowledge of the principles of creating and development of various forms of entrepreneurship in the field of tourism and recreation, including essential sources for raising funds for the creation and implementation of projects.	
SKILLS	EP4	The student solves management problems in tourism enterprises	
	EP5	The student is able to present a constructive criticism about the ways of functioning tourism enterprises	
SOCIAL COMPETENCES	EP6	The student demonstrates an attitude of readiness to solve human resource management problems in tourism enterprises	
	EP7	The student appreciates lifelong learning	
TREŚCI PROGRAMOWE / COURSE PROGRAM			
L.p. / No.	Treści / Content		semestr / semester liczba godzin / Hours
Forma zajęć: wykład / Type of classes: lecture			
1	Basic concepts of the functioning of enterprises		2
2	Characteristics and typology of tourist and recreational enterprises		2
3	Operation of hotel chains		2
4	Operation of enterprises on the tourism media market		2
5	The role of the Convention Bureau in the operation of hotel enterprises		2
6	The functioning of tourist and recreational enterprises and the concept of sustainable development		3
7	Quality management in tourist enterprises		2
Forma zajęć: ćwiczenia / Type of classes: exercises			
1	Tourism and recreation enterprise, types of tourism and recreation enterprises		4
2	Sources of obtaining funds for the activities of entities in the field of tourism and recreation		3
3	The essence and creation of the mission and vision of a tourist and recreational enterprise.		3
4	Undertaking economic activity in tourism and recreation		3
5	The procedure for setting up a sole proprietorship in tourism and recreation		3
6	Organizational structure of a hotel enterprise		3
7	Organizational culture of the tourist and recreational enterprise		3
8	Customer service in a tourist and recreation enterprise		4
9	Human resources management in a tourist and recreational enterprise		4

Metody kształcenia / Teaching methods:	Multimedia presentation, analysis of texts with discussion, group work				
Metody weryfikacji efektów uczenia się / Methods of verification of learning outcomes				Nr efektu uczenia się z sylabusu / The number of learning outcome from syllabus	
	EGZAMIN PISEMNY / WRITTEN EXAM			EP1, EP2, EP3, EP4, EP5, EP6, EP7	
	EGZAMIN USTNY / ORAL EXAM				
	KOŁOKWIUM / WRITTEN TEST			EP1, EP2, EP4, EP7	
	OPINIE W DZIENNIKU PRAKTYK /				
	PRACA DYPLOMOWA / DIPLOMA THESIS				
	PRACA PISEMNA / ESEJ / RECENZJA / WRITTEN ESSAY/ REVIEW				
	PREZENTACJA / PRESENTATION				
	PROJEKT / PROJECT				
	SPRAWDZIAN / TEST				
	ZAJĘCIA PRAKTYCZNE (WERYFIKACJA POPRZEZ OBSERWACJE) PRACTICAL (verification by observation)				
Forma i warunki zaliczenia / Form and conditions of completion	The condition of passing the course is passing the exam carried out in writing, from lecture content. The exam can be taken by students who have received prior credit from exercises. The basis for passing the exercises is participation in classes, preparing the practical tasks, obtaining a positive grade from the tests and active participation in classes.				
	Zasady wyliczania oceny z przedmiotu / The calculation of a final grade				
	The final grade is the weighted average of the grades obtained.				
Metoda obliczania oceny końcowej / The method of calculating final grade	Semes ter	Przedmiot / Course	Rodzaj zaliczenia / Type of exam	Metoda obliczania oceny / Method of grade calculation	Waga do średniej / Average weight
	3	Functioning of tourist and recreational entities		Weight	
	3	Functioning of tourist and recreational entities	Test		0
	3	Functioning of tourist and recreational entities	Exam		1
NAKŁAD PRACY STUDENTA / STUDENT WORKLOAD					
Łączny nakład pracy studenta w godz. / Total workload in hours		100			
Liczba punktów ECTS / Number of ECTS		4			

SYLLABUS

HOTEL BUSINESS

course id: US181AIJ3350_34S

Nazwa przedmiotu / Course name: Hotel business			
Nazwa kierunku / Study area: TOURISM AND RECREATION			
Forma studiów / Form of studies: I cycle (Bachelor), stationary	Profil studiów / Study profile:		Specjalność / Specialization:
Rok / Academic year: 2	Semestr / semester: 3 (winter)	Status przedmiotu / course status: facultative	Język przedmiotu / course language: English
EFEKTY UCZENIA SIĘ / LEARNING OUTCOMES			
Kategoria / Category	L.p. / No.	Opis efektu / Outcome description	
KNOWLEDGE	EP1	The student is able to define the main terms in the field of hospitality	
	EP2	The student is able to characterize accommodation facilities appearing on the hotel market	
	EP3	The student has basic knowledge about the hotel market	
SKILLS	EP4	The student is prepared to independently solve problems in the hotel industry	
	EP5	The student knows how to use the industry language.	
SOCIAL COMPETENCES	EP6	During the problem discussion in classes, the student demonstrates an attitude of readiness to respect the views of other discussion participants	
	EP7	The student is ready to think and act in an entrepreneurial manner	
TREŚCI PROGRAMOWE / COURSE PROGRAM			
L.p. ./ No .	Treści / Content		semestr / semester liczba godzin / Hours
Forma zajęć: wykład / Type of classes: lecture			
1	Basic terminology related to hotel industry		2
2	Outline of hotels' history		2
3	Hotel services - features and classification		2
4	Components of a hotel facility		2
5	The specificity of the hotel industry		3
6	Icons of the global hotel industry		2
7	Chain Hotels		2
Forma zajęć: ćwiczenia / Type of classes: exercises			
1	Classification and categorization of hotel facilities		2
2	Filling out classification and categorization applications for hotel facilities		4
3	Creating a hotel offer for a specific target group		4
4	Hotel services distribution systems		4
5	Hotel reception		2
6	The condition of accommodation in Poland		4
7	Hotel gastronomy		2
8	Business tourism in the hotel industry		4
9	Presentation of the most interesting hotel enterprises in Poland and in the world		4
Metody kształcenia / Teaching methods:	project preparation, written text, multimedia presentations, group work		
Metody weryfikacji efektów uczenia się / Methods of			Nr efektu uczenia się z sylabusu / The number of learning outcome from syllabus

verification of learning outcomes	EGZAMIN PISEMNY / WRITTEN EXAM		EP1, EP2, EP3, EP4		
	EGZAMIN USTNY / ORAL EXAM				
	KOŁOKWIUM / WRITTEN TEST		EP1, EP2, EP3, EP4		
	OPINIE W DZIENNIKU PRAKTYK /				
	PRACA DYPLOMOWA / DIPLOMA THESIS				
	PRACA PISEMNA / ESEJ / RECENZJA / WRITTEN ESSAY/ REVIEW				
	PREZENTACJA / PRESENTATION				
	PROJEKT / PROJECT		EP5, EP6, EP7		
	SPRAWDZIAN / TEST				
	ZAJĘCIA PRAKTYCZNE (WERYFIKACJA POPRZEZ OBSERWACJE) PRACTICAL (verification by observation)				
Forma i warunki zaliczenia / Form and conditions of completion	The condition of obtaining credit for the subject is passing the exercises and passing the exam.				
	Zasady wyliczania oceny z przedmiotu / The calculation of a final grade				
	The final grade in is the exam grade				
Metoda obliczania oceny końcowej / The method of calculating final grade	Semes ter	Przedmiot / Course	Rodzaj zaliczenia / Type of exam	Metoda obliczania oceny / Method of grade calculation	Waga do średniej / Average weight
		Hotel business		Weight	
		Hotel business	Exam		1
		Hotel business	Test		0
NAKŁAD PRACY STUDENTA / STUDENT WORKLOAD					
Łączny nakład pracy studenta w godz. / Total workload in hours		100			
Liczba punktów ECTS / Number of ECTS		4			

SYLLABUS

HUMAN RESOURCES MANAGEMENT IN TOURISM

course id: US181AIIJ3350_15N

Nazwa przedmiotu / Course name: Human Resources Management in tourism			
Nazwa kierunku / Study area: TOURISM AND RECREATION			
Forma studiów / Form of studies: II cycle (Master), stationary	Profil studiów / Study profile:		Specjalność / Specialization:
Rok / Academic year: 2	Semestr / semester: 3 (winter)	Status przedmiotu / course status: facultative	Język przedmiotu / course language: English
EFEKTY UCZENIA SIĘ / LEARNING OUTCOMES			
Kategoria / Category	L.p. / No.	Opis efektu / Outcome description	
KNOWLEDGE	EP1	Student lists and describes individual instruments of human resources policy in tourism	
SKILLS	EP2	The student designs the course of the recruitment interview	
	EP3	The student is able to assess the effectiveness of personnel policy instruments used in tourism and recreation enterprises	
SOCIAL COMPETENCES	EP4	The student understands the importance of application and is ready to implement individual models of personnel policy in the tourism industry	
TREŚCI PROGRAMOWE / COURSE PROGRAM			
L.p. / No.	Treści / Content		semestr / semester liczba godzin / Hours
Forma zajęć: wykład / Type of classes: lecture			
1	The essence and goals of human resources management in tourism and recreation		1
2	Personnel policy models - the sieve model, the human capital model and the mixed model		1
3	Management styles and organizational culture of the enterprise		1
4	Recruitment and selection for work in the tourism industry - requirements, job descriptions, recruitment and selection techniques		1
5	Motivating and developing employees		1
6	Employee evaluation - evaluation methods and functions		1
Forma zajęć: ćwiczenia / Type of classes: exercises			
1	Preparation of a description of selected positions in enterprises providing tourist and recreational services		1
2	Rules for preparing job offers in tourism		1
3	Selection based on application documents		1
4	Interview - situational scenes, instructional video		1
5	Employee motivation tools in selected enterprises of the tourist and recreation sector		1
6	Presentations of HRM instruments used by selected tourist and recreational enterprises - case study		1
Metody kształcenia / Teaching methods:	multimedia presentations, group work, project development		
Metody weryfikacji efektów uczenia się			Nr efektu uczenia się z sylabusa /

/ Methods of verification of learning outcomes					The number of learning outcome from syllabus
	EGZAMIN PISEMNY / WRITTEN EXAM				EP1, EP2, EP3, EP4
	EGZAMIN USTNY / ORAL EXAM				
	KOLOKWIUM / WRITTEN TEST				EP1, EP2, EP3
	OPINIE W DZIENNIKU PRAKTYK /				
	PRACA DYPLOMOWA / DIPLOMA THESIS				
	PRACA PISEMNA / ESEJ / RECENZJA / WRITTEN ESSAY/ REVIEW				
	PREZENTACJA / PRESENTATION				
	PROJEKT / PROJECT				EP1, EP2, EP3, EP4
	SPRAWDZIAN / TEST				
	ZAJĘCIA PRAKTYCZNE (WERYFIKACJA POPRZEZ OBSERWACJE) PRACTICAL (verification by observation)				
Forma i warunki zaliczenia / Form and conditions of completion					
	Zasady wyliczania oceny z przedmiotu / The calculation of a final grade				
Metoda obliczania oceny końcowej / The method of calculating final grade	Semes ter	Przedmiot / Course	Rodzaj zaliczenia / Type of exam	Metoda obliczania oceny / Method of grade calculation	Waga do średniej / Average weight
		Human Resources Management in tourism		Weight	
		Human Resources Management in tourism [exercises]	Grade		0
		Human Resources Management in tourism [lectures]	exam		1
NAKŁAD PRACY STUDENTA / STUDENT WORKLOAD					
Łączny nakład pracy studenta w godz. / Total workload in hours		100			
Liczba punktów ECTS / Number of ECTS		4			

SYLLABUS

LOCATION OF BUSINESS ENTITIES

course id: US54AIJ3039_21S

Nazwa przedmiotu / Course name: Location of business entities			
Nazwa kierunku / Study area: SPATIAL ECONOMY			
Forma studiów / Form of studies: I cycle (Bachelor), stationary	Profil studiów / Study profile:		Specjalność / Specialization:
Rok / Academic year: 2	Semestr / semester: 3 (winter)	Status przedmiotu / course status: facultative	Język przedmiotu / course language: English
EFEKTY UCZENIA SIĘ / LEARNING OUTCOMES			
Kategoria / Category	L.p. / No.	Opis efektu / Outcome description	
KNOWLEDGE	EP1	The student characterizes the basic concepts of location theory, distinguishes economic and ecological location problems as well as global, regional and local aspects of location and characterizes them on specific examples	
	EP2	The student explains the importance of location from a functional and result point of view and recognizes the degree of suitability of various places for a given function in relation to internal and external conditions	
SKILLS	EP3	The student criticizes individual approaches to the problem of business location and discusses various problems and aspects of location	
	EP4	The student demonstrates the importance of the location coherence rule and sets the criteria for the location of enterprises in relation to individual periods of the history of business development and in relation to individual industries and branches	
	EP5	The student works in a team, demonstrates creativity and diligence, engages in discussion in the group forum	
SOCIAL COMPETENCES	EP6	The student maintains criticism in expressing opinions, referring to statements made by other students	
TREŚCI PROGRAMOWE / COURSE PROGRAM			
L.p. / No.	Treści / Content		semestr / semester liczba godzin / Hours
Forma zajęć: wykład / Type of classes: lecture			
1	Basic issues in the field of business location		3
2	Explaining change processes in business space		2
3	Economic location problems		2
4	Ecological location problems		2
5	Knowledge and technology in the process of globalization of economic activity		2
6	Investment climate in Poland		2
7	The role of local government in determining the location of investments and economic development of the commune		2
Forma zajęć: ćwiczenia / Type of classes: exercises			
1	Features of the business management process (e.g. multifaceted, multi-subject, instrumental pluralism)		2
2	Introduction to issues of integral functioning of economic systems		2
3	Application of integrity criteria to individual forms of business operation		2
4	Application of integrity sub-criteria for the study of specific types of economic activities		2
5	Corrective and preventive actions based on examples of lack of integrity		2

	in economic systems					
6	Examination of the level of integrity of selected types of economic activities using criteria and sub-criteria			5		
Metody kształcenia / Teaching methods:		Informative lecture, discussion, analysis of texts with discussion, development of the project (paper), multimedia presentation, work in groups, analysis of critical events and cases				
Metody weryfikacji efektów uczenia się / Methods of verification of learning outcomes				Nr efektu uczenia się z sylabusu / The number of learning outcome from syllabus		
		EGZAMIN PISEMNY / WRITTEN EXAM		EP1,EP2,EP3,EP4		
		EGZAMIN USTNY / ORAL EXAM				
		KOŁOKWIUM / WRITTEN TEST				
		OPINIE W DZIENNIKU PRAKTYK /				
		PRACA DYPLOMOWA / DIPLOMA THESIS				
		PRACA PISEMNA / ESEJ / RECENZJA / WRITTEN ESSAY/ REVIEW		EP1,EP2,EP3,EP4		
		PREZENTACJA / PRESENTATION				
		PROJEKT / PROJECT		EP1,EP2,EP3,EP4		
		SPRAWDZIAN / TEST				
ZAJĘCIA PRAKTYCZNE (WERYFIKACJA POPRZEZ OBSERWACJE) PRACTICAL (verification by observation)		EP5, EP6				
Forma i warunki zaliczenia / Form and conditions of completion		Written exam - knowledge from lectures and from the given literature; passing exercises based on the project (paper), preparation and presentation of the multimedia presentation and on the basis of activity (participation in discussions).				
		Zasady wyliczania oceny z przedmiotu / The calculation of a final grade				
		The grade in the subject includes the result of the exam and passing the exercises				
Metoda obliczania oceny końcowej / The method of calculating final grade		Semes ter	Przedmiot / Course	Rodzaj zaliczenia / Type of exam	Metoda obliczania oceny / Method of grade calculation	Waga do średniej / Average weight
			Location of business entities		Arithmetic	
			Location of business entities [lectures]	Exam		
			Location of business entities [exercises]	test		
NAKŁAD PRACY STUDENTA / STUDENT WORKLOAD						
Łączny nakład pracy studenta w godz. / Total workload in hours		75				
Liczba punktów ECTS / Number of ECTS		3				

SYLLABUS

MARKETING OF TOURISM AND RECREATION SERVICES

course id: US181AIIJ3343_45N

Nazwa przedmiotu / Course name: Marketing of tourism and recreation services			
Nazwa kierunku / Study area: TOURISM AND RECREATION			
Forma studiów / Form of studies: II cycle (Master), stationary	Profil studiów / Study profile:		Specjalność / Specialization:
Rok / Academic year: 1	Semestr / semester: 2 (spring)	Status przedmiotu / course status: facultative	Język przedmiotu / course language: English
EFEKTY UCZENIA SIĘ / LEARNING OUTCOMES			
Kategoria / Category	L.p. / No.	Opis efektu / Outcome description	
KNOWLEDGE	EP1	The student knows in depth the principles and mechanisms of functioning and development of modern marketing on the market of tourist and recreational services	
	EP2	The student knows the marketing principles of creating and promoting tourist products	
SKILLS	EP3	The student is able to detect, analyze and evaluate selected marketing phenomena in the field of tourism and recreation, as well as to formulate and verify relevant research hypotheses regarding the factors and mechanisms determining them	
	EP4	The student is able to select and apply adequate marketing methods and tools for in-depth analysis and presentation of market phenomena and processes related to tourism and recreation, and adapt marketing instruments to solve specific and unusual tasks in tourism	
SOCIAL COMPETENCES	EP5	The student is ready for marketing thinking and actions when taking specific actions and solving problems related to roses	
TREŚCI PROGRAMOWE / COURSE PROGRAM			
L.p. ./ No	Treści / Content		semestr / semester liczba godzin / Hours
Forma zajęć: wykład / Type of classes: lecture			
1	The essence of modern marketing. Marketing of services.		2
2	Analysis of the marketing environment of tourism market entities. Trends in the environment		1
3	The importance of segmentation on the tourist services market		1
4	Analysis of purchasing behavior on the tourist services market		2
5	Marketing instruments on the tourist services market - a product		2
6	Marketing instruments on the tourist services market - price		1
7	Marketing instruments on the tourist services market - distribution		1
8	Marketing instruments on the tourist services market - promotion		2
Forma zajęć: ćwiczenia / Type of classes: exercises			
1	The essence of marketing		1
2	The essence of service marketing		1
3	Marketing environment of the tourist enterprise		1
4	Market segmentation of tourist services		1
5	Behaviors of buyers on the tourist services market		1
6	Positioning on the tourist services market		1
7	Marketing instruments on the tourist services market - a product		1
8	Marketing instruments on the tourist services market - price		1

9	Marketing instruments on the tourist services market - distribution		1		
10	Marketing instruments on the tourist services market - promotion - advertising		1		
11	Marketing instruments on the tourist services market - promotion - sales promotion, personal sales		1		
12	Internet marketing on the tourist services market		1		
13	Marketing management and planning in tourism		1		
Metody kształcenia / Teaching methods:		Lecture and exercises conducted in the multimedia form, including case study analysis and discussion. Work in groups when preparing projects.			
Metody weryfikacji efektów uczenia się / Methods of verification of learning outcomes		Nr efektu uczenia się z sylabusu / The number of learning outcome from syllabus			
	EGZAMIN PISEMNY / WRITTEN EXAM	EP1, EP2, EP3, EP4, EP5			
	EGZAMIN USTNY / ORAL EXAM				
	KOŁOKWIUM / WRITTEN TEST	EP1, EP2, EP3, EP4			
	OPINIE W DZIENNIKU PRAKTYK / PRACA DYPLOMOWA / DIPLOMA THESIS				
	PRACA PISEMNA / ESEJ / RECENZJA / WRITTEN ESSAY/ REVIEW				
	PREZENTACJA / PRESENTATION				
	PROJEKT / PROJECT	EP3, EP4, EP5			
	SPRAWDZIAN / TEST				
	ZAJĘCIA PRAKTYCZNE (WERYFIKACJA POPRZEZ OBSERWACJE) PRACTICAL (verification by observation)				
	Forma i warunki zaliczenia / Form and conditions of completion	The condition of obtaining credit for the course is to complete the exercises (2 tests per semester and project) and pass the written exam			
	Zasady wyliczania oceny z przedmiotu / The calculation of a final grade				
	The final grade is the exam grade				
Metoda obliczania oceny końcowej / The method of calculating final grade	Semes ter	Przedmiot / Course	Rodzaj zaliczenia / Type of exam	Metoda obliczania oceny / Method of grade calculation	Waga do średniej / Average weight
		Marketing of tourism and recreation services			Weight
		Marketing of tourism and recreation services [exercises]	Test		0
		Marketing of tourism and recreation services [lectures]	egzam		1
NAKŁAD PRACY STUDENTA / STUDENT WORKLOAD					
Łączny nakład pracy studenta w godz. / Total workload in hours		150			
Liczba punktów ECTS / Number of ECTS		6			

SYLLABUS

METHODOLOGY AND ORGANIZATION OF RECREATION

course id: US181AIJ2994_43S

Nazwa przedmiotu / Course name: Methodology and organization of recreation			
Nazwa kierunku / Study area: TOURISM AND RECREATION			
Forma studiów / Form of studies: I cycle (Bachelor), stationary	Profil studiów / Study profile:		Specjalność / Specialization:
Rok / Academic year: 2	Semestr / semester: 3 (winter)	Status przedmiotu / course status: facultative	Język przedmiotu / course language: English
EFEKTY UCZENIA SIĘ / LEARNING OUTCOMES			
Kategoria / Category	L.p. / No.	Opis efektu / Outcome description	
KNOWLEDGE	EP1	The student knows the health and social importance of recreation in the lives of people of different ages and health.	
	EP2	The student presents various forms of spending free time in different social or cultural environments.	
SKILLS	EP3	The student plans recreational activities for groups with different needs and possibilities by properly choosing content, methods and forms.	
	EP4	The student identifies motives encouraging leisure activities and barriers hindering or preventing recreational activity.	
SOCIAL COMPETENCES	EP5	The student shows readiness to popularize recreational and health-promoting behaviors. The student organizes various forms of recreational activities, ensuring the safety of all participants.	
TREŚCI PROGRAMOWE / COURSE PROGRAM			
L.p. / No.	Treści / Content		semestr / semester liczba godzin / Hours
Forma zajęć: wykład / Type of classes: lecture			
1	Introductory concepts of leisure and recreation		2
2	The evolution of perception of free time and ways of spending it in Poland and other countries.		2
3	Motives for making and barriers to recreation.		4
4	Characteristics of institutions conducting recreational activities.		2
5	Health and social significance of recreation. Recreation and lifestyle.		2
6	Selected issues in the methodology of recreation (organizational forms of conducting classes, methods of carrying out tasks, methods of teaching movement, methods of shaping physical fitness, conditioning of the choice of forms and methods, means of recreation, didactic rules, principles of construction of recreational classes).		3
Forma zajęć: ćwiczenia / Type of classes: exercises			
1	Functions of recreation in various stages of human life.		4
2	Evaluation of the recreational offer at the place of residence.		2
3	Planning fragments of recreational activities based on various organizational forms of conducting classes and methods of task implementation.		4
4	Rules for building recreational activities. Constructing the outline of classes.		2
5	Threats to health and life during various recreational activities.		3
Metody kształcenia /		Multimedia presentation. Discussion.	

Teaching methods:	Practical tasks.				
Metody weryfikacji efektów uczenia się / Methods of verification of learning outcomes				Nr efektu uczenia się z sylabusu / The number of learning outcome from syllabus	
		EGZAMIN PISEMNY / WRITTEN EXAM		WP1, EP2, EP3	
		EGZAMIN USTNY / ORAL EXAM			
		KOŁOKWIUM / WRITTEN TEST			
		OPINIE W DZIENNIKU PRAKTYK /			
		PRACA DYPLOMOWA / DIPLOMA THESIS			
		PRACA PISEMNA / ESEJ / RECENZJA / WRITTEN ESSAY/ REVIEW			
		PREZENTACJA / PRESENTATION		WP1, EP2, EP3	
		PROJEKT / PROJECT			
		SPRAWDZIAN / TEST			
		ZAJĘCIA PRAKTYCZNE (WERYFIKACJA POPRZEZ OBSERWACJE) PRACTICAL (verification by observation)		WP3, EP4, EP5	
Forma i warunki zaliczenia / Form and conditions of completion	Completing exercises based on class attendance, active participation in classes, positive credit for the project. The condition of passing lectures is passing the exam at least satisfactory.				
	Zasady wyliczania oceny z przedmiotu / The calculation of a final grade				
	The final grade is the arithmetic average of the classes and lectures.				
Metoda obliczania oceny końcowej / The method of calculating final grade	Semester	Przedmiot / Course	Rodzaj zaliczenia / Type of exam	Metoda obliczania oceny / Method of grade calculation	Waga do średniej / Average weight
		Methodology and organization of recreation		Arithmetic	
		Methodology and organization of recreation [lectures]	Exam		
		Methodology and organization of recreation [exercises]	Test		
NAKŁAD PRACY STUDENTA / STUDENT WORKLOAD					
Łączny nakład pracy studenta w godz. / Total workload in hours		100			
Liczba punktów ECTS / Number of ECTS		4			

SYLLABUS

ORGANIZATION OF TOURIST TRAFFIC

course id: Kod przedmiotu: US181AIJ3350_27S

Nazwa przedmiotu / Course name: Organization of tourist traffic			
Nazwa kierunku / Study area: TOURISM AND RECREATION			
Forma studiów / Form of studies: I cycle (Bachelor), stationary	Profil studiów / Study profile:		Specjalność / Specialization:
Rok / Academic year: 1	Semestr / semester: 2 (spring)	Status przedmiotu / course status: facultative	Język przedmiotu / course language: English
EFEKTY UCZENIA SIĘ / LEARNING OUTCOMES			
Kategoria / Category	L.p. / No.	Opis efektu / Outcome description	
KNOWLEDGE	EP1	The student is able to define the concept of tourist traffic and identifies the determinants of its development	
	EP2	The student has a basic knowledge of the principles of organization of tourist service	
SKILLS	EP3	The student has the ability to organize tourist service, planning the tasks necessary to implement a tourist event	
	EP4	The student is able to indicate and discuss the rights and obligations of a pilot and a tourist guide	
SOCIAL COMPETENCES	EP5	The student is sensitive and creative in determining alternative solutions to unusual situations in the organization of tourist service	
	EP6	The student respects the views, rights and obligations of tourist participants	
TREŚCI PROGRAMOWE / COURSE PROGRAM			
L.p. / No.	Treści / Content		semestr / semester liczba godzin / Hours
Forma zajęć: wykład / Type of classes: lecture			
1	Tourist traffic - the essence and classification		2
2	Determinants of tourist development		2
3	Research methods of tourist traffic		1
4	Organization of mass tourism service		3
5	Counseling, brokering, tourist information		2
6	The process of organizing a tourist event		1
7	Implementation of a tourist event		2
8	Organization of accommodation, nutrition and transport services		2
Forma zajęć: ćwiczenia / Type of classes: exercises			
	Employment in tourism, qualifications and characteristics of a tourist service employee		4
	Presentation of the task in the field - a mysterious customer at tourist service points		2
	Basics of programming and calculation of tourist events of all kinds		4
	Insurance in tourism		3
	Gastronomy in tourism		2
Forma zajęć: ćwiczenia / Type of classes: laboratory			
	Tourists' needs and expectations		2
	Tourist service in individual entities providing services to tourists		6
	Pilot's work scenario in relation to a specific trip		2
	Solving unusual tasks in the pilot's work		2
	Leadership - differentiation of transmitted content		3

Metody kształcenia / Teaching methods:					
Metody weryfikacji efektów uczenia się / Methods of verification of learning outcomes				Nr efektu uczenia się z sylabusu / The number of learning outcome from syllabus	
	EGZAMIN PISEMNY / WRITTEN EXAM			EP1, EP2, WP3, EP4, EP5, EP6	
	EGZAMIN USTNY / ORAL EXAM				
	KOŁOKWIUM / WRITTEN TEST				
	OPINIE W DZIENNIKU PRAKTYK /				
	PRACA DYPLOMOWA / DIPLOMA THESIS				
	PRACA PISEMNA / ESEJ / RECENZJA / WRITTEN ESSAY/ REVIEW				
	PREZENTACJA / PRESENTATION				
	PROJEKT / PROJECT				
	SPRAWDZIAN / TEST				
	ZAJĘCIA PRAKTYCZNE (WERYFIKACJA POPRZEZ OBSERWACJE) PRACTICAL (verification by observation)				
Forma i warunki zaliczenia / Form and conditions of completion	The condition of passing the course is passing an exam in writing from the content of lectures and exercises. The exam can be taken by students who received an earlier pass from the exercises.				
	The basis for passing the classes is participation in classes, preparation of a practical task, obtaining a positive grade from the test in the form of a task and active participation in laboratory classes (also assessed).				
	Zasady wyliczania oceny z przedmiotu / The calculation of a final grade				
The final grade is the weighted average of the grades obtained					
Metoda obliczania oceny końcowej / The method of calculating final grade	Semes ter	Przedmiot / Course	Rodzaj zaliczenia / Type of exam	Metoda obliczania oceny / Method of grade calculation	Waga do średniej / Average weight
		Organization of tourist traffic		Weight	
		Organization of tourist traffic [exercises]			0
		Organization of tourist traffic [laboratory]			0
		Organization of tourist traffic [lectures]			1
NAKLAD PRACY STUDENTA / STUDENT WORKLOAD					
Łączny nakład pracy studenta w godz. / Total workload in hours		100			
Liczba punktów ECTS / Number of ECTS		4			

SYLLABUS

QUALITY AND INNOVATION IN TOURISM AND SERVICES

course id: US181AIIJ3343_58S

Nazwa przedmiotu / Course name: Quality and innovation in tourism and services			
Nazwa kierunku / Study area: TOURISM AND RECREATION			
Forma studiów / Form of studies: II cycle (Master), stationary	Profil studiów / Study profile:		Specjalność / Specialization:
Rok / Academic year: 3	Semestr / semester: 3 (winter)	Status przedmiotu / course status: facultative	Język przedmiotu / course language: English
EFEKTY UCZENIA SIĘ / LEARNING OUTCOMES			
Kategoria / Category	L.p. / No.	Opis efektu / Outcome description	
KNOWLEDGE	EP1	The student knows and understands the problem of the need to implement the principles of quality and innovation, both in the aspect of the process of tourist service by tourist enterprises, and in relation to the creation of tourist products to develop service infrastructure in a specific tourist space.	
	EP2	The student knows and understands various advanced concepts and methods of quality management and innovation in the tourist service process	
SKILLS	EP3	The student is able to critically select the right sources and process information on quality and innovation derived from them in connection with prepared studies on the occurring phenomena and processes of tourist service	
	EP4	The student is able to properly identify, analyze and describe selected methods and tools for implementing quality and innovation in tourism	
	WP5	The student is able to plan and design a tourist offer taking into account the principles of pro-quality and pro-innovation tools	
SOCIAL COMPETENCES	EP6	The student is ready to critically assess the quality and innovation of tourist services	
	EP7	The student is ready to think and act in an entrepreneurial and creative way in the application of qualitative and innovative tools	
TREŚCI PROGRAMOWE / COURSE PROGRAM			
L.p. / No.	Treści / Content		semestr / semester
			liczba godzin / Hours
Forma zajęć: wykład / Type of classes: lecture			
1	Advanced definitions in the field of innovation and quality of tourist services		3
2	Marketing instruments and their importance for the quality and innovation of tourist services		3
3	Economic aspects of the quality and innovation of tourist services		3
4	The role of staff in the quality management system and innovation of tourist services		3
5	The quality of hotel services and the categorization and standardization of hotel facilities		3
Forma zajęć: ćwiczenia / Type of classes: exercises			
1	Innovation, quality, creativity - the meaning of concepts		3
2	Process, organizational and marketing innovations in tourism		3
3	Innovative tourism products		3
4	Quality assurance systems in tourist activities		3
5	Innovation and quality management of tourist services		3

Metody kształcenia / Teaching methods:	Case study, work in groups, multimedia presentation				
Metody weryfikacji efektów uczenia się / Methods of verification of learning outcomes					Nr efektu uczenia się z sylabusu / The number of learning outcome from syllabus
	EGZAMIN PISEMNY / WRITTEN EXAM				
	EGZAMIN USTNY / ORAL EXAM				
	KOŁOKWIUM / WRITTEN TEST				EP1, EP2, EP6
	OPINIE W DZIENNIKU PRAKTYK / PRACA DYPLOMOWA / DIPLOMA THESIS				
	PRACA PISEMNA / ESEJ / RECENZJA / WRITTEN ESSAY/ REVIEW				EP3, EP4, EP5, EP6, EP7
	PREZENTACJA / PRESENTATION				
	PROJEKT / PROJECT				
	SPRAWDZIAN / TEST				
	ZAJĘCIA PRAKTYCZNE (WERYFIKACJA POPRZEZ OBSERWACJE) PRACTICAL (verification by observation)				
	Forma i warunki zaliczenia / Form and conditions of completion	Lectures - credit with a grade based on the results of the test on lecture content and recommended literature; exercises - credit with a grade, taking into account activity during classes and performing specific tasks			
Zasady wyliczania oceny z przedmiotu / The calculation of a final grade					
The final grade is the arithmetic average of the grades obtained.					
Metoda obliczania oceny końcowej / The method of calculating final grade	Semes ter	Przedmiot / Course	Rodzaj zaliczenia / Type of exam	Metoda obliczania oceny / Method of grade calculation	Waga do średniej / Average weight
		Quality and innovation in tourism and services		Arithmetic	
		Quality and innovation in tourism and services	With a grade		
		Quality and innovation in tourism and services	With a grade		
NAKŁAD PRACY STUDENTA / STUDENT WORKLOAD					
Łączny nakład pracy studenta w godz. / Total workload in hours		100			
Liczba punktów ECTS / Number of ECTS		4			

SYLLABUS

QUANTITATIVE METHODS IN TOURISM AND RECREATION

course id: US181AIJ2497_35S

Nazwa przedmiotu / Course name: Quantitative methods in tourism and recreation			
Nazwa kierunku / Study area: TOURISM AND RECREATION			
Forma studiów / Form of studies: I cycle (Bachelor), stationary	Profil studiów / Study profile:		Specjalność / Specialization:
Rok / Academic year: 2	Semestr / semester: 3 (winter)	Status przedmiotu / course status: facultative	Język przedmiotu / course language: English
EFEKTY UCZENIA SIĘ / LEARNING OUTCOMES			
Kategoria / Category	L.p. / No.	Opis efektu / Outcome description	
KNOWLEDGE	EP1	The student knows the basic sources of statistical data, measures of descriptive statistics, structure analysis, dynamics and correlations between phenomena appearing in the sphere of tourism and recreation.	
SKILLS	EP2	The student is able to interpret the basic measures of descriptive statistics, analyze the structure, dynamics and correlations between phenomena appearing in the sphere of tourism and recreation.	
	EP3	The student has the skills to apply specific statistical methods and tools, and also has the skills to statistical analysis of economic problems.	
SOCIAL COMPETENCES	EP5	The student is ready to solve problems using statistical research of processes in tourist and recreational activities..	
TREŚCI PROGRAMOWE / COURSE PROGRAM			
L.p. ./ No .	Treści / Content		semestr / semester liczba godzin / Hours
Forma zajęć: wykład / Type of classes: lecture			
1	Basic concepts of statistics		3
2	Analysis of the structure of mass phenomena		4
3	Methods of dynamics analysis		4
4	Interdependence of features and its measures		4
Forma zajęć: ćwiczenia / Type of classes: laboratory			
1	Descriptive analysis of the structure of phenomena		5
2	Study of time series - index methods, decomposition of time series		5
3	Interdependence of socio-economic phenomena		5
Metody kształcenia / Teaching methods:		wykład z prezentacją multimedialną, rozwiązywanie zadań, analiza przypadków, ćwiczenia laboratoryjne, ćwiczenia metodą projektową	
Metody weryfikacji efektów uczenia się / Methods of verification of learning outcomes		Nr efektu uczenia się z sylabusa / The number of learning outcome from syllabus	
		EGZAMIN PISEMNY / WRITTEN EXAM	
		EGZAMIN USTNY / ORAL EXAM	
		KOŁOKWIUM / WRITTEN TEST	
		OPINIE W DZIENNIKU PRAKTYK /	
		PRACA DYPLOMOWA / DIPLOMA THESIS	
		EP1, EP2, EP3, EP4	

	PRACA PISEMNA / ESEJ / RECENZJA / WRITTEN ESSAY/ REVIEW				
	PREZENTACJA / PRESENTATION				
	PROJEKT / PROJECT			EP1, EP2, EP3, EP4	
	SPRAWDZIAN / TEST				
	ZAJĘCIA PRAKTYCZNE (WERYFIKACJA POPRZEZ OBSERWACJE) PRACTICAL (verification by observation)				
Forma i warunki zaliczenia / Form and conditions of completion	Laboratory assessment can be obtained on the basis of project presentation. Completion of the lecture can be obtained on the basis of a test.				
	Zasady wyliczania oceny z przedmiotu / The calculation of a final grade				
	The final grade is the grade being the arithmetic average of the grades obtained from the lecture and laboratory.				
Metoda obliczania oceny końcowej / The method of calculating final grade	Semes ter	Przedmiot / Course	Rodzaj zaliczenia / Type of exam	Metoda obliczania oceny / Method of grade calculation	Waga do średniej / Average weight
		Quantitative methods in tourism and recreation		Arithmetic	
		Quantitative methods in tourism and recreation [lecture]	Test		
		Quantitative methods in tourism and recreation [laboratory]	Test		
NAKŁAD PRACY STUDENTA / STUDENT WORKLOAD					
Łączny nakład pracy studenta w godz. / Total workload in hours		100			
Liczba punktów ECTS / Number of ECTS		4			

SYLLABUS

SOCIO-CULTURAL CONDITIONS OF SPATIAL ECONOMY

course id: US54AIJ3037_4S

Nazwa przedmiotu / Course name: Socio-cultural conditions of spatial economy			
Nazwa kierunku / Study area: SPATIAL ECONOMY			
Forma studiów / Form of studies: I cycle (Bachelor), stationary	Profil studiów / Study profile:		Specjalność / Specialization:
Rok / Academic year: 1	Semestr / semester: 1 (winter)	Status przedmiotu / course status: facultative	Język przedmiotu / course language: English
EFEKTY UCZENIA SIĘ / LEARNING OUTCOMES			
Kategoria / Category	L.p. / No.	Opis efektu / Outcome description	
KNOWLEDGE	EP2	The student has basic knowledge about territorial bond, its historical evolution and regularities that govern it	
	EP3	The student has the basic knowledge necessary to understand the social (also demographic) and cultural conditions of spatial management	
	EP4	The student has a basic knowledge of the ethical norms underlying spatial order, fair access to space and public goods, cultural heritage, etc.	
SKILLS	EP5	The student combines specific forms of spatial development with the socio-cultural factors that shape them	
	EP6	The student uses theoretical knowledge in the field of spatial management and related disciplines to identify socio-cultural factors and conditions in the organization of space	
	EP7	The student notices the signs of collision and spatial conflicts and proposes possible ways to solve them	
	EP9	The student presents a presentation of a selected issue in the field of socio-cultural determinants of spatial management	
SOCIAL COMPETENCES	EP8	The student shows sensitivity and tolerance in social issues and is careful in formulating judgments on important social and ideological issues related to broadly understood spatial management	
TREŚCI PROGRAMOWE / COURSE PROGRAM			
L.p. / No.	Treści / Content		semestr / semester liczba godzin / Hours
Forma zajęć: wykład / Type of classes: lecture			
1	Social and cultural conditions of spatial economy - basic concepts		2
2	Factors and effects of social diversity of urban areas. Models of social structure of cities. Socio-spatial inequalities in Polish cities.		2
3	Ideas, models and examples of cities and housing estates tailored to social needs		3
4	Social goals and needs in spatial management. Spatial aspects of conditions and quality of life.		2
5	Social space production. Contacts and interpersonal relationships in spatial planning. Territorial communities and their contemporary transformations. Communities that are spatially isolated.		2
6	Ethical principles of space use. Space degradation and revalorization. Principles of proper space sharing.		2
7	Environmental and spatial conflicts. Their types, characteristics, course and solution.		2

Forma zajęć: ćwiczenia / Type of classes: exercises						
1	Socio-cultural criteria for assessing planning documents				2	
2	Contemporary social changes as a challenge for spatial economy				2	
3	Analysis of the level of satisfaction of social needs in a given spatial unit				3	
4	The distribution and spatial impact of public services in a given spatial unit				3	
5	Public spaces - their distribution and accessibility in a given spatial unit				2	
6	Spatial conflicts as social problems				3	
Metody kształcenia / Teaching methods:		informative and problem lecture, multimedia presentation, educational film; work in groups preparation of the cartographic elaboration and its analysis				
Metody weryfikacji efektów uczenia się / Methods of verification of learning outcomes					Nr efektu uczenia się z sylabusu / The number of learning outcome from syllabus	
		EGZAMIN PISEMNY / WRITTEN EXAM				
		EGZAMIN USTNY / ORAL EXAM			EP2, EP3, EP4, EP8	
		KOŁOKWIUM / WRITTEN TEST				
		OPINIE W DZIENNIKU PRAKTYK / PRACA DYPLOMOWA / DIPLOMA THESIS				
		PRACA PISEMNA / ESEJ / RECENZJA / WRITTEN ESSAY/ REVIEW				
		PREZENTACJA / PRESENTATION			EP8, EP9	
		PROJEKT / PROJECT			EP2,EP3,EP5,EP6,EP7	
		SPRAWDZIAN / TEST				
		ZAJĘCIA PRAKTYCZNE (WERYFIKACJA POPRZEZ OBSERWACJE) PRACTICAL (verification by observation)				
Forma i warunki zaliczenia / Form and conditions of completion		oral exam in lectures and literature assessment of exercises: active participation in classes (20%), preparation of a group project (40%), presentation of a group project (40%)				
		Zasady wyliczania oceny z przedmiotu / The calculation of a final grade				
		The final grade takes into account the result of the exam - 40% of the final grade and the grade of the exercises - 60% of the final grade.				
Metoda obliczania oceny końcowej / The method of calculating final grade		Semester	Przedmiot / Course	Rodzaj zaliczenia / Type of exam	Metoda obliczania oceny / Method of grade calculation	Waga do średniej / Average weight
			Socio-cultural conditions of spatial economy		Weight	
			Socio-cultural conditions of spatial economy [lecture]	Exam		0,4
			Socio-cultural conditions of spatial economy [exercises]	test		0,6
NAKŁAD PRACY STUDENTA / STUDENT WORKLOAD						
Łączny nakład pracy studenta w godz. / Total workload in hours		100				
Liczba punktów ECTS / Number of ECTS		4				

SYLLABUS

SPATIAL ANALYSIS METHODS

course id: US54AIJ3037_23S

Nazwa przedmiotu / Course name: Spatial analysis methods			
Nazwa kierunku / Study area: SPATIAL ECONOMY			
Forma studiów / Form of studies: I cycle (Bachelor), stationary	Profil studiów / Study profile:		Specjalność / Specialization:
Rok / Academic year: 2	Semestr / semester: 3 (winter)	Status przedmiotu / course status: facultative	Język przedmiotu / course language: English
EFEKTY UCZENIA SIĘ / LEARNING OUTCOMES			
Kategoria / Category	L.p. / No.	Opis efektu / Outcome description	
KNOWLEDGE	EP1	The student knows analytical methods and techniques adequate to recognize and describe social and economic properties and infrastructural spatial systems	
	EP2	The student recognizes the formal and substantive conditions of applying methods and techniques enabling comprehensive characterization of phenomena in various territorial scales	
	EP3	The student knows the current technologies of graphic presentation of the results of spatial analysis algorithms	
SKILLS	EP4	The student organizes and selects the appropriate analytical tools and techniques to characterize specific phenomena, structures and processes having a spatial character	
	EP5	Student classifies spatial units, organizes them and interprets research results by detecting conditions and consequences of diversity and variability of spatial systems	
	EP6	The student uses electronic techniques of graphic presentation of research results	
SOCIAL COMPETENCES	EP7	The student demonstrates independence of thinking and rationality in the use of analytical methods and techniques, is careful and creative when interpreting the results obtained	
	EP8	The student appreciates the importance of territorial analysis for the proper shaping of space in local, regional and global dimensions	
TREŚCI PROGRAMOWE / COURSE PROGRAM			
L.p. / No.	Treści / Content	semestr / semester	liczba godzin / Hours
Forma zajęć: wykład / Type of classes: lecture			
1	Categories of spatial research units and spatial data properties		2
2	Methods for assessing the distribution of research objects and their properties in space		3
3	Analysis of connections, impacts and interactions in spatial systems		3
4	Ways to study the dynamics of spatial systems		2
5	Classification of spatial units		5
Forma zajęć: ćwiczenia / Type of classes: exercises			
1	The use of centrophobic measures to assess the distribution of phenomena in space		6
2	Measurement of concentration, association and regional specialization in spatial analysis		6
3	Determining the areas of impact based on gravity models		6

4	Determination of the dynamics of phenomena in various scales of spatial analysis		6		
5	Typology and spatial classification of objects with multidimensional properties		6		
Metody kształcenia / Teaching methods:	Academic lecture, performing practical tasks using specialist computer software				
Metody weryfikacji efektów uczenia się / Methods of verification of learning outcomes			Nr efektu uczenia się z sylabusu / The number of learning outcome from syllabus		
	EGZAMIN PISEMNY / WRITTEN EXAM		EP1,EP2,EP3,EP8		
	EGZAMIN USTNY / ORAL EXAM				
	KOŁOKWIUM / WRITTEN TEST				
	OPINIE W DZIENNIKU PRAKTYK /				
	PRACA DYPLOMOWA / DIPLOMA THESIS				
	PRACA PISEMNA / ESEJ / RECENZJA / WRITTEN ESSAY/ REVIEW		EP1,EP2,EP4,EP5,E P6,EP7		
	PREZENTACJA / PRESENTATION				
	PROJEKT / PROJECT				
	SPRAWDZIAN / TEST				
	ZAJĘCIA PRAKTYCZNE (WERYFIKACJA POPRZEZ OBSERWACJE) PRACTICAL (verification by observation)		EP7, EP8		
Forma i warunki zaliczenia / Form and conditions of completion	Written exam. Taking the exam is conditioned by obtaining credit for classes				
	Zasady wyliczania oceny z przedmiotu / The calculation of a final grade				
	Weighted grade from a positively rated written exam covering knowledge of lectures and recommended literature (40% participation) and from positively evaluated practical classes based on partial exercise assignments (60% participation).				
Metoda obliczania oceny końcowej / The method of calculating final grade	Semes ter	Przedmiot / Course	Rodzaj zaliczenia / Type of exam	Metoda obliczania oceny / Method of grade calculation	Waga do średniej / Average weight
		Spatial analysis methods		Weight	
		Spatial analysis methods [lectures]	Exam		0,4
		Spatial analysis methods [exercises]	Test		0,6
NAKŁAD PRACY STUDENTA / STUDENT WORKLOAD					
Łączny nakład pracy studenta w godz. / Total workload in hours		100			
Liczba punktów ECTS / Number of ECTS		4			

SYLLABUS

STATISTICS

course id: US54AIJ3037_14S

Nazwa przedmiotu / Course name: Statistics			
Nazwa kierunku / Study area: SPATIAL ECONOMY			
Forma studiów / Form of studies: I cycle (Bachelor), stationary	Profil studiów / Study profile:		Specjalność / Specialization:
Rok / Academic year: 1	Semestr / semester: 2 (summer)	Status przedmiotu / course status: facultative	Język przedmiotu / course language: English
EFEKTY UCZENIA SIĘ / LEARNING OUTCOMES			
Kategoria / Category	L.p. / No.	Opis efektu / Outcome description	
KNOWLEDGE	EP1	The student knows the basic statistical methods and techniques adequate to describe phenomena, structures and processes in geographical space	
	EP2	The student knows the formal and substantive conditions of applying methods and techniques of statistical description and statistical inference	
SKILLS	EP3	The student acquires and processes data on spatial phenomena and processes using appropriate statistical tools and techniques	
	EP4	Student constructs, verifies and interprets the results of statistical parameter estimation	
SOCIAL COMPETENCES	EP5	The student appreciates the need to use the numerical approach for better perception, description and analysis of the surrounding reality	
	EP6	The student demonstrates independence of thinking and rationality in the use of statistical methods, is careful and creative when interpreting the results obtained	
TREŚCI PROGRAMOWE / COURSE PROGRAM			
L.p. / No.	Treści / Content		semestr / semester liczba godzin / Hours
Forma zajęć: wykład / Type of classes: lecture			
1	Classification of statistical data and methods of their presentation		2
2	Statistical measures of the description of the empirical distribution in the context of normal distribution		4
3	Single and multi-feature correlation relationships and regression dependencies		4
4	Measures of dynamics of phenomena and evaluation of development tendencies		2
5	The idea of determining confidence intervals and statistical significance of parameters describing sample properties		3
Forma zajęć: ćwiczenia / Type of classes: exercises			
1	Construction of statistical series		4
2	Estimation of parameters of the statistical description of the sample together with interpretation of the results		6
3	Determining the strength of relationships between various categories of features with the assessment of statistical significance of results		4
4	Estimation of regression models with verification of their quality and reliability		6
5	Calculations of increments and indexes in dynamics studies and decomposition of a time series		6
6	Methods of constructing, estimating and interpreting confidence intervals		4

	in the process of statistical inference			
Metody kształcenia / Teaching methods:	Academic lecture, analytical work using specialized software Computer			
Metody weryfikacji efektów uczenia się / Methods of verification of learning outcomes			Nr efektu uczenia się z sylabusu / The number of learning outcome from syllabus	
	EGZAMIN PISEMNY / WRITTEN EXAM			
	EGZAMIN USTNY / ORAL EXAM			
	KOŁOKWIUM / WRITTEN TEST		EP1,EP2,EP3,EP4,E P5	
	OPINIE W DZIENNIKU PRAKTYK / PRACA DYPLOMOWA / DIPLOMA THESIS			
	PRACA PISEMNA / ESEJ / RECENZJA / WRITTEN ESSAY/ REVIEW		EP1,EP2,EP3,EP4, EP6	
	PREZENTACJA / PRESENTATION			
	PROJEKT / PROJECT			
	SPRAWDZIAN / TEST		EP1,EP2,EP4,EP5	
	ZAJĘCIA PRAKTYCZNE (WERYFIKACJA POPRZEZ OBSERWACJE) PRACTICAL (verification by observation)		EP5, EP6	
Forma i warunki zaliczenia / Form and conditions of completion	credit for grade: final test covering knowledge of lectures and recommended literature; partial written tests and practical tasks in the field of using methods of statistical analysis and interpretation of obtained results, carried out during the semester Zasady wyliczania oceny z przedmiotu / The calculation of a final grade weighted grade from positively assessed final test and from positively rated exercises			
Metoda obliczania oceny końcowej / The method of calculating final grade	Semes ter	Przedmiot / Course	Rodzaj zaliczenia / Type of exam	Metoda obliczania oceny / Method of grade calculation
		Statistics		Weight
		Statistics [lectures]	Grade	0,5
		Statistics [exercises]	grade	0,5
NAKŁAD PRACY STUDENTA / STUDENT WORKLOAD				
Łączny nakład pracy studenta w godz. / Total workload in hours	100			
Liczba punktów ECTS / Number of ECTS	4			

SYLLABUS

STRATEGIC PLANNING OF AREAS

course id: US54AIJ3036_20S

Nazwa przedmiotu / Course name: Strategic planning of areas			
Nazwa kierunku / Study area: SPATIAL ECONOMY			
Forma studiów / Form of studies: I cycle (Bachelor), stationary	Profil studiów / Study profile:		Specjalność / Specialization:
Rok / Academic year: 2	Semestr / semester: 3 (winter)	Status przedmiotu / course status: facultative	Język przedmiotu / course language: English
EFEKTY UCZENIA SIĘ / LEARNING OUTCOMES			
Kategoria / Category	L.p. / No.	Opis efektu / Outcome description	
KNOWLEDGE	EP1	The student has basic knowledge about the essence, importance for spatial management, place in public policy and knows the phases and methods of strategic planning	
	EP2	The student knows the spheres of socio-economic life covered by strategic planning at various levels of management, from European to local	
	EP3	The student knows the competence of local government in the field of strategic planning, as well as applicable strategic documents	
SKILLS	EP4	The student is able to actively and competently participate in the work on the next stages of the local development strategy	
	EP5	The student is able to formulate strategic goals of local development in connection with the goals of higher-order documents	
	EP6	The student is able to propose local programs and projects to achieve strategic goals	
	EP7	Students participating in group workshops can define strategic economic and social priorities of a given area	
	EP8	Student participating in group workshops demonstrates the ability to dialogue and is able to pass on their knowledge and communicate about beliefs and values they recognize	
TREŚCI PROGRAMOWE / COURSE PROGRAM			
L.p. / No.	Treści / Content	semestr / semester	liczba godzin / Hours
Forma zajęć: wykład / Type of classes: lecture			
1	Strategic planning - the essence, meaning, methods		3
2	Strategic planning in public policy		2
3	Strategic planning in spatial and regional policy		2
4	Strategic planning at European level - problems, findings, documents		2
5	Strategic planning at national level - problems, findings, documents		2
6	Strategic planning at regional level - problems, findings, documents		2
7	Strategic planning at the local level - problems, findings, documents		2
Forma zajęć: ćwiczenia / Type of classes: exercises			
1	Diagnosing the state of the selected area on a local scale		6
2	Identification of local development conditions (SWOT, potentials and barriers)		6
3	Identification of local development problems and conflicts		6
4	Formulation of local development goals		4
5	Proposals for local development programs and projects		4

6	Oral presentation of group projects				4
Metody kształcenia / Teaching methods:	Academic lecture using the display of letters, charts, maps and photographs. Laboratory exercises involving the participation of students in moderated group workshops and the implementation of a group project, which is an outline of the development strategy of a specific area (selected jointly by the teacher and the students)				
Metody weryfikacji efektów uczenia się / Methods of verification of learning outcomes				Nr efektu uczenia się z sylabusu / The number of learning outcome from syllabus	
	EGZAMIN PISEMNY / WRITTEN EXAM			P1,EP2,EP3	
	EGZAMIN USTNY / ORAL EXAM				
	KOŁOKWIUM / WRITTEN TEST				
	OPINIE W DZIENNIKU PRAKTYK /				
	PRACA DYPLOMOWA / DIPLOMA THESIS				
	PRACA PISEMNA / ESEJ / RECENZJA / WRITTEN ESSAY/ REVIEW				
	PREZENTACJA / PRESENTATION				
	PROJEKT / PROJECT			EP4,EP5,EP6	
	SPRAWDZIAN / TEST				
	ZAJĘCIA PRAKTYCZNE (WERYFIKACJA POPRZEZ OBSERWACJE) PRACTICAL (verification by observation)			EP7, EP8	
Forma i warunki zaliczenia / Form and conditions of completion	Final written exam in the form of a test of lecture knowledge and basic literature (0-10 points). The condition of taking the exam is passing the exercises by obtaining positive grades from five group workshops (1 point each) regarding individual stages of strategic planning and a positive grade from the group project (0-5 points in total, including: substantive value of the project 2 points, methodical correctness of the project 2 points, oral presentation of the project 1 point).				
	Zasady wyliczania oceny z przedmiotu / The calculation of a final grade				
Metoda obliczania oceny końcowej / The method of calculating final grade	Semes ter	Przedmiot / Course	Rodzaj zaliczenia / Type of exam	Metoda obliczania oceny / Method of grade calculation	Waga do średniej / Average weight
		Strategic planning of areas		Weight	
		Strategic planning of areas [lectures]	Exam		0,5
		Strategic planning of areas [exercises]	test		0,5
NAKŁAD PRACY STUDENTA / STUDENT WORKLOAD					
Łączny nakład pracy studenta w godz. / Total workload in hours		100			
Liczba punktów ECTS / Number of ECTS		4			

SYLLABUS

SUSTAINABLE DEVELOPMENT

course id: US54AIJ2825_68S

Nazwa przedmiotu / Course name: Sustainable development			
Nazwa kierunku / Study area: SPATIAL ECONOMY			
Forma studiów / Form of studies: I cycle (Bachelor), stationary	Profil studiów / Study profile:		Specjalność / Specialization:
Rok / Academic year: 3	Semestr / semester: 6 (summer)	Status przedmiotu / course status: facultative	Język przedmiotu / course language: English
EFEKTY UCZENIA SIĘ / LEARNING OUTCOMES			
Kategoria / Category	L.p. / No.	Opis efektu / Outcome description	
KNOWLEDGE	EP1	The student has knowledge about the concept of sustainable development regarding the process of socio-economic development with particular emphasis on the spatial and environmental aspects	
	EP2	The student has a basic knowledge of socio-economic processes that are the basis of public policy in the aspect of sustainable development and knows the basic legal regulations in this area	
	EP3	The student knows the principles of shaping space in accordance with the requirements of sustainable development	
SKILLS	EP4	The student correctly describes and interprets natural phenomena and processes, socio-economic referring to the concept of sustainable development	
	EP5	Student correctly identifies and interprets the connections between social, economic and natural phenomena occurring in space	
	EP6	The student is able to present and evaluate various opinions and positions on problems of spatial management in the context of sustainable development, and discuss possible ways and scenarios for their solution	
	EP7	The student understands the need to improve his knowledge and strives for self-improvement	
SOCIAL COMPETENCES	EP8	The student is ready to spread knowledge about sustainable development among the local community	
TREŚCI PROGRAMOWE / COURSE PROGRAM			
L.p. / No.	Treści / Content		semestr / semester
			liczba godzin / Hours
Forma zajęć: wykład / Type of classes: lecture			
1	Basic concepts and definitions in the field of sustainable development		2
2	Goals, principles and laws of sustainable development		2
3	Natural, economic, social and spatial aspects of sustainable development		4
4	Models of sustainable development		2
5	Sustainable development indicators		2
6	Concept of a sustainable city		3
Forma zajęć: ćwiczenia / Type of classes: exercises			
1	Connections of economy, society and environment in sustainable development, sustainable development management system		3
2	Construction and architecture in the concept of sustainable development		3
3	Urban planning and spatial management in the concept of sustainable development		3
4	Local and regional transport in the concept of sustainable development		2

5	Sustainable production in the concept of sustainable development		2			
6	Local Agenda 21 - stages and rules of preparation		2			
Metody kształcenia / Teaching methods:		lecture based on the author's script, educational film, exercises: case studies - analysis and presentation of collected data and materials				
Metody weryfikacji efektów uczenia się / Methods of verification of learning outcomes			Nr efektu uczenia się z sylabusu / The number of learning outcome from syllabus			
		EGZAMIN PISEMNY / WRITTEN EXAM				
		EGZAMIN USTNY / ORAL EXAM				
		KOŁOKWIUM / WRITTEN TEST				
		OPINIE W DZIENNIKU PRAKTYK /				
		PRACA DYPLOMOWA / DIPLOMA THESIS				
		PRACA PISEMNA / ESEJ / RECENZJA / WRITTEN ESSAY/ REVIEW	EP1,EP2,EP3,EP4,E P5,EP6			
		PREZENTACJA / PRESENTATION				
		PROJEKT / PROJECT				
		SPRAWDZIAN / TEST	EP1,EP2,EP3,EP4,E P5,EP6			
		ZAJĘCIA PRAKTYCZNE (WERYFIKACJA POPRZEZ OBSERWACJE) PRACTICAL (verification by observation)	EP7, EP8			
Forma i warunki zaliczenia / Form and conditions of completion		credit for a grade including a positive grade from the exercises and a positive grade from the final written test				
		Zasady wyliczania oceny z przedmiotu / The calculation of a final grade				
		95/5000 active participation in classes and preparation of a written essay (40%), written test (60%)				
Metoda obliczania oceny końcowej / The method of calculating final grade		Semes ter	Przedmiot / Course	Rodzaj zaliczenia / Type of exam	Metoda obliczania oceny / Method of grade calculation	Waga do średniej / Average weight
			Sustainable development		Weight	
			Sustainable development [lectures]			0,6
			Sustainable development [exercises]			0,4
NAKŁAD PRACY STUDENTA / STUDENT WORKLOAD						
Łączny nakład pracy studenta w godz. / Total workload in hours		75				
Liczba punktów ECTS / Number of ECTS		3				

SYLLABUS

TERRITORIAL SELF-GOVERNMENT IN POLAND

course id: US54AIJ3037_13S

Nazwa przedmiotu / Course name: Territorial self-government in Poland			
Nazwa kierunku / Study area: SPATIAL ECONOMY			
Forma studiów / Form of studies: I cycle (Bachelor), stationary	Profil studiów / Study profile:		Specjalność / Specialization:
Rok / Academic year: 1	Semestr / semester: 2 (summer)	Status przedmiotu / course status: facultative	Język przedmiotu / course language: English
EFEKTY UCZENIA SIĘ / LEARNING OUTCOMES			
Kategoria / Category	L.p. / No.	Opis efektu / Outcome description	
KNOWLEDGE	EP1	The student has a basic knowledge of territorial social systems and knows the territorial organization of social and economic structures and institutions	
	EP2	The student understands and knows the role and functions of local government as the basic subject of spatial management	
	EP3	The student understands the importance of social consultations in solving space management problems	
SKILLS	EP4	The student knows how to identify and explain the complex relationships of phenomena and processes in different spatial scales	
	EP5	The student knows how to identify the problem and factor and choose a tool in a specific form of space management	
	EP6	The student knows how to independently prepare the tool using JST sources and modern information technologies	
	EP7	The student is able to work in a team in the performance of tasks in the field of spatial management	
SOCIAL COMPETENCES	EP8	The student understands the specifics and shows understanding in social issues	
	EP9	The student is aware of the high value of initiatives and social participation in spatial management	
TREŚCI PROGRAMOWE / COURSE PROGRAM			
L.p. / No.	Treści / Content		semestr / semester liczba godzin / Hours
Forma zajęć: wykład / Type of classes: lecture			
	introduction to the topic: the genesis of local government in the world and in Poland; basic elements of local government at the basic level (commune), powiat and voivodship (region)		2
	construction assumptions and scope of the information system on the state of the commune, powiat and region;		8
	scope of questions for diagnosing the state of a commune for the purposes of developing a local economic development strategy,		2
	questions controlling data and indicators collected for the needs of the report on the state of the commune and its development strategy		2
	tasks of the commune depending on its size; scope of research: public statistics and spatial management of local government units		1
Forma zajęć: ćwiczenia / Type of classes: exercises			
	Organizational classes. Discussing the structure of the report and the report on Local Government Units tasks of various scale		1
	Selection of topics and development of individual concepts (including		6

	needs according to E. Allardt) as well as sources and techniques of obtaining working material				
	Preparation of a report / report on the status of Local Government Units tasks of various scale				8
Metody kształcenia / Teaching methods:	academic and interactive lecture using multimedia, internet and 635 techniques, exercises - work in groups according to the 'company' method, SMART, SWOT				
Metody weryfikacji efektów uczenia się / Methods of verification of learning outcomes				Nr efektu uczenia się z sylabusu / The number of learning outcome from syllabus	
	EGZAMIN PISEMNY / WRITTEN EXAM				
	EGZAMIN USTNY / ORAL EXAM				
	KOŁOKWIUM / WRITTEN TEST			EP1,EP2,EP3,EP4,EP5,EP8, EP9	
	OPINIE W DZIENNIKU PRAKTYK / PRACA DYPLOMOWA / DIPLOMA THESIS				
	PRACA PISEMNA / ESEJ / RECENZJA / WRITTEN ESSAY/ REVIEW				
	PREZENTACJA / PRESENTATION				
	PROJEKT / PROJECT			EP1,EP2,EP3,EP4,EP5,EP6, EP7	
	SPRAWDZIAN / TEST				
	ZAJĘCIA PRAKTYCZNE (WERYFIKACJA POPRZEZ OBSERWACJE) PRACTICAL (verification by observation)			EP7,EP8,EP9	
Forma i warunki zaliczenia / Form and conditions of completion	Credit for the grade taking into account the results of the oral test (knowledge and ability to conduct conversations on selected issues in the field of lecture issues) and assessment of the project (report-report) carried out during the exercises.				
	Zasady wyliczania oceny z przedmiotu / The calculation of a final grade The final grade includes the result of the test and the grade for the report				
Metoda obliczania oceny końcowej / The method of calculating final grade	Semes ter	Przedmiot / Course	Rodzaj zaliczenia / Type of exam	Metoda obliczania oceny / Method of grade calculation	Waga do średniej / Average weight
		Territorial self-government in Poland		Arithmetic	
		Territorial self-government in Poland [lectures]			
		Territorial self-government in Poland [exercises]			
NAKLAD PRACY STUDENTA / STUDENT WORKLOAD					
Łączny nakład pracy studenta w godz. / Total workload in hours		75			
Liczba punktów ECTS / Number of ECTS		3			

SYLLABUS

THE RESEARCH OF INTERNATIONAL TOURISM SERVICES MARKET

course id: US181AIIJ3350_10S

Nazwa przedmiotu / Course name: The research of international tourism services market			
Nazwa kierunku / Study area: TOURISM AND RECREATION			
Forma studiów / Form of studies: II cycle (Master), stationary	Profil studiów / Study profile:		Specjalność / Specialization:
Rok / Academic year: 2	Semestr / semester: 4 (spring)	Status przedmiotu / course status: facultative	Język przedmiotu / course language: English
EFEKTY UCZENIA SIĘ / LEARNING OUTCOMES			
Kategoria / Category	L.p. / No.	Opis efektu / Outcome description	
KNOWLEDGE	EP1	Student identifies research areas of the international tourist market	
	EP2	The student knows the methods and tools of tourist market research	
SKILLS	EP3	The student chooses the method of conducting market research depending on the research problem	
SOCIAL COMPETENCES	EP4	The student is aware of the need to conduct research in an objective and fair manner	
TREŚCI PROGRAMOWE / COURSE PROGRAM			
L.p. / No.	Treści / Content		semestr / semester liczba godzin / Hours
Forma zajęć: ćwiczenia / Type of classes: exercises			
1	Premises of international tourism market research		1
2	Subject of research on the international tourist market		2
3	Sources of information about the tourist market in Poland and in the world		2
4	Tourist market research procedure		2
5	Surveys		4
6	Qualitative methods of obtaining market information		2
7	Research and analysis of the international tourist market - case studies		2
Metody kształcenia / Teaching methods:	multimedia presentation with discussion, project, work in groups		
Metody weryfikacji efektów uczenia się / Methods of verification of learning outcomes	EGZAMIN PISEMNY / WRITTEN EXAM		Nr efektu uczenia się z sylabusu / The number of learning outcome from syllabus
	EGZAMIN USTNY / ORAL EXAM		
	KOŁOKWIUM / WRITTEN TEST		
	OPINIE W DZIENNIKU PRAKTYK /		
	PRACA DYPLOMOWA / DIPLOMA THESIS		
	PRACA PISEMNA / ESEJ / RECENZJA / WRITTEN ESSAY/ REVIEW		
	PREZENTACJA / PRESENTATION		
PROJEKT / PROJECT		EP3, EP4, EP5	

	SPRAWDZIAN / TEST				
	ZAJĘCIA PRAKTYCZNE (WERYFIKACJA POPRZEZ OBSERWACJE) PRACTICAL (verification by observation)		EP3, EP4, EP5		
Forma i warunki zaliczenia / Form and conditions of completion	written test (test part, part in the form of open questions), development of a questionnaire, student's own work, activity, presence				
	Zasady wyliczania oceny z przedmiotu / The calculation of a final grade				
	The final grade is the exercise grade.				
Metoda obliczania oceny końcowej / The method of calculating final grade	Semes ter	Przedmiot / Course	Rodzaj zaliczenia / Type of exam	Metoda obliczania oceny / Method of grade calculation	Waga do średniej / Average weight
		The research of international tourism services market			weight
		The research of international tourism services market	test		1
NAKŁAD PRACY STUDENTA / STUDENT WORKLOAD					
Łączny nakład pracy studenta w godz. / Total workload in hours	75				
Liczba punktów ECTS / Number of ECTS	3				

SYLLABUS

TOURISM AND SPORT SERVICES MARKET

course id:

Nazwa przedmiotu / Course name: Tourism and sport services market			
Nazwa kierunku / Study area: TOURISM AND RECREATION			
Forma studiów / Form of studies: I cycle (Bachelor), stationary	Profil studiów / Study profile:		Specjalność / Specialization:
Rok / Academic year: 2	Semestr / semester: 2 (winter)	Status przedmiotu / course status: facultative	Język przedmiotu / course language: English
EFEKTY UCZENIA SIĘ / LEARNING OUTCOMES			
Kategoria / Category	L.p. / No.	Opis efektu / Outcome description	
KNOWLEDGE	EP1	The student has basic knowledge about the market of tourist and sport services	
	EP2	The student knows the basic market mechanisms	
	EP3	The student detects the main factors and barriers to the development of the market of tourist and sport services (on selected examples)	
SKILLS	EP4	The student is able to analyze and evaluate the phenomena occurring on the market of tourist and sport services	
SOCIAL COMPETENCES	EP5	Student demonstrates an attitude of readiness to apply objectivity and creativity during discussions on the significance of phenomena and processes taking place on the tourist and sport services market	
TREŚCI PROGRAMOWE / COURSE PROGRAM			
L.p. ./ No .	Treści / Content		semestr / semester liczba godzin / Hours
Forma zajęć: wykład / Type of classes: lecture			
1	The essence of the tourist and sport market		2
2	Environment of the tourist and sport market		2
3	Subject structure of the tourist and sport market		3
4	Structure of the tourism and sport market		3
5	Processes taking place on the tourist and sport market		3
6	Barriers to the functioning of the tourist and sport market		2
Forma zajęć: ćwiczenia / Type of classes: exercises			
1	An analysis of concepts related to the tourist and sport market in practical terms		2
2	Demand on the market of tourist and sport services		2
3	Supply on the tourist and sport services market		2
4	Quality of tourist and sport services - analysis and discussion		2
5	The market of tourist and sport services in selected countries		2
6	Presentation of student projects, analysis and discussion		5
Metody kształcenia / Teaching methods:			
multimedia presentations, analysis of texts with discussion, project development, work in groups			
Metody weryfikacji efektów uczenia się / Methods of verification of		Nr efektu uczenia się z sylabusu / The number of learning outcome from syllabus	
EGZAMIN PISEMNY / WRITTEN EXAM		EP1, EP2, EP3, EP4	

learning outcomes	EGZAMIN USTNY / ORAL EXAM				
	KOŁOKWIUM / WRITTEN TEST				EP1, EP2, EP3, EP4
	OPINIE W DZIENNIKU PRAKTYK /				
	PRACA DYPLOMOWA / DIPLOMA THESIS				
	PRACA PISEMNA / ESEJ / RECENZJA / WRITTEN ESSAY/ REVIEW				
	PREZENTACJA / PRESENTATION				
	PROJEKT / PROJECT				EP1, EP2, EP3, EP4
	SPRAWDZIAN / TEST				
	ZAJĘCIA PRAKTYCZNE (WERYFIKACJA POPRZEZ OBSERWACJE) PRACTICAL (verification by observation)				
Forma i warunki zaliczenia / Form and conditions of completion	Lecture: written exam (descriptive questions, test questions) covering knowledge of lectures and recommended literature.				
	Classes: written test (test), student's own work, activity, presence				
	Zasady wyliczania oceny z przedmiotu / The calculation of a final grade				
The final grade is the grade obtained from the exam					
Metoda obliczania oceny końcowej / The method of calculating final grade	Semes ter	Przedmiot / Course	Rodzaj zaliczenia / Type of exam	Metoda obliczania oceny / Method of grade calculation	Waga do średniej / Average weight
		Tourism and sport services market		Weight	
		Tourism and sport services market [lectures]			1
		Tourism and sport services market [excercises]			0
NAKŁAD PRACY STUDENTA / STUDENT WORKLOAD					
Łączny nakład pracy studenta w godz. / Total workload in hours		100			
Liczba punktów ECTS / Number of ECTS		4			

SYLLABUS

TOURISM POLICY

course id: US181AIJ3350_38S

Nazwa przedmiotu / Course name:			
Nazwa kierunku / Study area: TOURISM AND RECREATION			
Forma studiów / Form of studies: II cycle (Master), stationary	Profil studiów / Study profile:		Specjalność / Specialization:
Rok / Academic year: 1	Semestr / semester: 1 (winter)	Status przedmiotu / course status: facultative	Język przedmiotu / course language: English
EFEKTY UCZENIA SIĘ / LEARNING OUTCOMES			
Kategoria / Category	L.p. / No.	Opis efektu / Outcome description	
KNOWLEDGE	EP1	Student lists entities of tourism policy in Poland and in the world	
	EP2	The student knows the main tasks of state administration in the field of tourism	
SKILLS	EP3	The student has the ability to assess the extent of the needs of the state's impact on the tourist market, in relation to the supply side - the structure of the offer and the demand side - consumer protection	
	EP4	The student assesses the functioning of tourism policy entities, knows their competences and indicates the effects of their activities on the tourism services market	
	EP5	The student discusses the relationship between the tourism policy of Poland and the European Union	
	EP6	The student is able to cooperate in a team in the performance of assigned tasks	
SOCIAL COMPETENCES	EP7	The student is aware of the importance of the role of the state for the development of tourism	
TREŚCI PROGRAMOWE / COURSE PROGRAM			
L.p. / No.	Treści / Content		semestr / semester
			liczba godzin / Hours
Forma zajęć: wykład / Type of classes: lecture			
1	Introduction to socio-economic policy		2
2	State-tourism relations		2
3	Morphology of tourism policy		2
4	Macroeconomic aspects of tourism policy		2
5	Regional and local tourism policy		3
6	Market policy of tourist enterprises		2
7	Tourism development strategies in Poland and the European Union		2
Forma zajęć: ćwiczenia / Type of classes: exercises			
1	Entities of international tourism policy - International Tourist Organizations		2
2	National Tourist Administration		2
3	National Tourist Organization		2
4	Regional and Local Tourist Organizations		3
5	Competences of voivodship, powiat and commune self-governments in the field of tourism		2
6	European Union tourism policy		1
7	Organization and management of tourism in a selected European country (group work with presentations)		3

Metody kształcenia / Teaching methods:	prezentacje multimedialne, opracowanie projektu, praca w grupach				
Metody weryfikacji efektów uczenia się / Methods of verification of learning outcomes					Nr efektu uczenia się z sylabusu / The number of learning outcome from syllabus
	EGZAMIN PISEMNY / WRITTEN EXAM				EP1, EP2, EP3, EP4
	EGZAMIN USTNY / ORAL EXAM				
	KOŁOKWIUM / WRITTEN TEST				EP1, EP2, EP3, EP4
	OPINIE W DZIENNIKU PRAKTYK /				
	PRACA DYPLOMOWA / DIPLOMA THESIS				
	PRACA PISEMNA / ESEJ / RECENZJA / WRITTEN ESSAY/ REVIEW				
	PREZENTACJA / PRESENTATION				
	PROJEKT / PROJECT				EP5, EP6, EP7
	SPRAWDZIAN / TEST				
ZAJĘCIA PRAKTYCZNE (WERYFIKACJA POPRZEZ OBSERWACJE) PRACTICAL (verification by observation)					
Forma i warunki zaliczenia / Form and conditions of completion	Lectures: exam; Exercises: a positive evaluation of the test (multiple and open questions) and preparing a practical task				
	Zasady wyliczania oceny z przedmiotu / The calculation of a final grade The final grade is the exam grade				
Metoda obliczania oceny końcowej / The method of calculating final grade	Semester	Przedmiot / Course	Rodzaj zaliczenia / Type of exam	Metoda obliczania oceny / Method of grade calculation	Waga do średniej / Average weight
		Tourism policy		Weight	
		Tourism policy [exercises]			0
		Tourism policy [lectures]			1
NAKŁAD PRACY STUDENTA / STUDENT WORKLOAD					
Łączny nakład pracy studenta w godz. / Total workload in hours		125			
Liczba punktów ECTS / Number of ECTS		5			

SYLLABUS

TOURISM PROJECT MANAGEMENT

course id: US181AIIJ3336_60N

Nazwa przedmiotu / Course name: Tourism project management			
Nazwa kierunku / Study area: TOURISM AND RECREATION			
Forma studiów / Form of studies: II cycle (Master), stationary	Profil studiów / Study profile:		Specjalność / Specialization:
Rok / Academic year: 2	Semestr / semester: 4 (spring)	Status przedmiotu / course status: facultative	Język przedmiotu / course language: English
EFEKTY UCZENIA SIĘ / LEARNING OUTCOMES			
Kategoria / Category	L.p. / No.	Opis efektu / Outcome description	
KNOWLEDGE	EP1	Student defines the concept of tourist project and understands its specificity	
	EP2	The student understands what is involved in tourism project management	
	EP7	The student knows and understands the legal, economic and organizational norms of using financial resources for the implementation of tourist projects	
SKILLS	EP3	The student can evaluate the tourist project	
	EP4	Student is able to plan a tourist project	
SOCIAL COMPETENCES	EP5	The student is ready to think and act in an entrepreneurial and creative way	
	EP6	The student is ready to critically assess their knowledge	
TREŚCI PROGRAMOWE / COURSE PROGRAM			
L.p. ./ No	Treści / Content		semestr / semester liczba godzin / Hours
Forma zajęć: wykład / Type of classes: lecture			
1	The essence and features of the tourist project		1
2	Planning a tourist project		2
3	Project management		2
4	Organizational structures of project management		2
5	Closing and project control		2
Forma zajęć: ćwiczenia / Type of classes: exercises			
1	Organization and functioning of the project team		1
2	Planning and organizing the project implementation process		2
3	Identification of the main sources of obtaining funds for the implementation of selected tourist projects		1
4	Project management methodologies		2
5	Quality and risk management in tourist projects		1
6	Case studies and best practices		2
Metody kształcenia / Teaching methods:	multimedia presentation, case study		
Metody weryfikacji efektów uczenia się / Methods of verification of learning outcomes			Nr efektu uczenia się z sylabusa / The number of learning outcome from syllabus
	EGZAMIN PISEMNY / WRITTEN EXAM		
	EGZAMIN USTNY / ORAL EXAM		
	KOŁOKWIUM / WRITTEN TEST		EP1, EP2, EP3, EP4, EP5,

		EP6, EP7			
	OPINIE W DZIENNIKU PRAKTYK /				
	PRACA DYPLOMOWA / DIPLOMA THESIS				
	PRACA PISEMNA / ESEJ / RECENZJA / WRITTEN ESSAY/ REVIEW				
	PREZENTACJA / PRESENTATION				
	PROJEKT / PROJECT				
	SPRAWDZIAN / TEST				
	ZAJĘCIA PRAKTYCZNE (WERYFIKACJA POPRZEZ OBSERWACJE) PRACTICAL (verification by observation)				
Forma i warunki zaliczenia / Form and conditions of completion	Written exam from classes and lectures. The basis for getting credit for exercises is getting credit for material covering exercises. After receiving a positive assessment of the exercises, the student may proceed to a written test covering knowledge of lectures and recommended literature.				
	Zasady wyliczania oceny z przedmiotu / The calculation of a final grade				
	The final grade in the subject is the arithmetic average of the grades obtained				
Metoda obliczania oceny końcowej / The method of calculating final grade	Semes ter	Przedmiot / Course	Rodzaj zaliczenia / Type of exam	Metoda obliczania oceny / Method of grade calculation	Waga do średniej / Average weight
		Tourism project management		Arithmetic	
		Tourism project management [lecture]			
		Tourism project management [exercises]			
NAKŁAD PRACY STUDENTA / STUDENT WORKLOAD					
Łączny nakład pracy studenta w godz. / Total workload in hours		75			
Liczba punktów ECTS / Number of ECTS		3			

SYLLABUS

TOURIST AND RECREATIONAL DEVELOPMENT

course id: US54AIJ3037_73S

Nazwa przedmiotu / Course name: Tourist and recreational development			
Nazwa kierunku / Study area: SPATIAL ECONOMY			
Forma studiów / Form of studies: I cycle (Bachelor), stationary	Profil studiów / Study profile:		Specjalność / Specialization:
Rok / Academic year: 2	Semestr / semester: 4 (summer)	Status przedmiotu / course status: facultative	Język przedmiotu / course language: English
EFEKTY UCZENIA SIĘ / LEARNING OUTCOMES			
Kategoria / Category	L.p. / No.	Opis efektu / Outcome description	
KNOWLEDGE	EP1	The student knows the basic theories of spatial economy and sees in them elements of tourism economy	
	EP2	The student has basic knowledge about the relationship between tourism development and social and economic structures and processes	
	EP3	The student has basic knowledge about various social and economic institutions related to tourism and recreation development	
SKILLS	EP4	The student is able to describe and interpret processes consisting of tourist activities and behavior of tourists and tourist institutions in the light of social and economic processes taking place	
	EP5	The student identifies and interprets the multifaceted relationships between the tourist and recreational needs of people and socio-economic processes on the premises of the tourist facility / complex	
	EP6	The student analyzes and diagnoses the state of the elements of the spatial structure of objects and areas serving to meet tourist and recreational needs	
	EP7	The student selects and analyzes planning documents in terms of their suitability for conducting a sustainable tourism economy	
SOCIAL COMPETENCES	EP8	The student, being aware of his own value, knows how to use the principles of cultural communication - is able to talk about difficult social, cultural and ideological matters relating to the quality of tourist and recreational development of the object and area	
	EP9	The student knows the basic theories of spatial economy and sees in them elements of tourism economy	
TREŚCI PROGRAMOWE / COURSE PROGRAM			
L.p. / No.	Treści / Content		semestr / semester
			liczba godzin / Hours
Forma zajęć: wykład / Type of classes: lecture			
1	Tourism and recreation in spatial planning		2
2	Tourism material base; tourist and recreational development of tourist destinations; recreational development of urban and rural areas		6
3	Communication accessibility, information accessibility, human factor quality and infrastructure quality		4
4	Documents regulating various aspects of tourism and recreation development (perspectives considered: resident, service provider, recipient, employer, employee, tourist)		3
Forma zajęć: ćwiczenia / Type of classes: exercises			
1	Organizational occupation. Discussion of the structure of the report (or report) on the quality of tourism and recreation development.		2

2	Analysis of the material base (including the human factor) of tourism and recreation		4		
3	Tourist development due to the form of tourism		4		
4	Preparation of a report or report on the state of tourist and recreational development of a selected area		5		
Metody kształcenia / Teaching methods:	academic and interactive lecture using multimedia methods and techniques 635; practical				
Metody weryfikacji efektów uczenia się / Methods of verification of learning outcomes			Nr efektu uczenia się z sylabusu / The number of learning outcome from syllabus		
	EGZAMIN PISEMNY / WRITTEN EXAM				
	EGZAMIN USTNY / ORAL EXAM				
	KOŁOKWIUM / WRITTEN TEST		EP1,EP2,EP3		
	OPINIE W DZIENNIKU PRAKTYK / PRACA DYPLOMOWA / DIPLOMA THESIS				
	PRACA PISEMNA / ESEJ / RECENZJA / WRITTEN ESSAY/ REVIEW		EP4,EP5,EP6,EP7		
	PREZENTACJA / PRESENTATION				
	PROJEKT / PROJECT				
	SPRAWDZIAN / TEST				
	ZAJĘCIA PRAKTYCZNE (WERYFIKACJA POPRZEZ OBSERWACJE) PRACTICAL (verification by observation)		EP8		
	Forma i warunki zaliczenia / Form and conditions of completion	Credit for grade including: oral test, report / report, observation. Report or final report (meeting deadlines, first and last page structure, text structure). Observation (discussion culture, creativity, ability to use acquired skills for the needs of the report / report; ability to cooperate).			
	Zasady wyliczania oceny z przedmiotu / The calculation of a final grade				
	The grade including the result of the test and the grade for the report				
Metoda obliczania oceny końcowej / The method of calculating final grade	Semes ter	Przedmiot / Course	Rodzaj zaliczenia / Type of exam	Metoda obliczania oceny / Method of grade calculation	Waga do średniej / Average weight
		Tourist and recreational development		Weight	
		Tourist and recreational development [lectures]	Grade		0,5
		Tourist and recreational development [exercises]	Grade		0,5
NAKŁAD PRACY STUDENTA / STUDENT WORKLOAD					
Łączny nakład pracy studenta w godz. / Total workload in hours		75			
Liczba punktów ECTS / Number of ECTS		3			

SYLLABUS

TRANSPORT IN INTERNATIONAL TOURISM

course id: US181AIIJ3350_4S

Nazwa przedmiotu / Course name: Transport in international tourism			
Nazwa kierunku / Study area: TOURISM AND RECREATION			
Forma studiów / Form of studies: II cycle (Master), stationary	Profil studiów / Study profile:		Specjalność / Specialization:
Rok / Academic year: 2	Semestr / semester: 3 (winter)	Status przedmiotu / course status: facultative	Język przedmiotu / course language: English
EFEKTY UCZENIA SIĘ / LEARNING OUTCOMES			
Kategoria / Category	L.p. / No.	Opis efektu / Outcome description	
KNOWLEDGE	EP1	The student defines the concepts related to tourist transport, identifies the most important features of individual modes of transport.	
	EP2	Student is able to describe the relationship between tourism and transport	
SKILLS	EP3	The student is able to analyze and evaluate phenomena on the international market of transport services in tourism	
	EP4	The student knows how to apply the known features of various means of transport in business practice as a premise to use them in servicing international tourism	
SOCIAL COMPETENCES	EP5	The student is sensitive to the importance of objectivity in the analysis and evaluation of phenomena related to transport and tourism	
	EP6	The student is aware of the importance of specific qualitative demands in servicing international tourist traffic, especially regarding the safety of tourist transport	
TREŚCI PROGRAMOWE / COURSE PROGRAM			
L.p. / No.	Treści / Content		semestr / semester liczba godzin / Hours
Forma zajęć: wykład / Type of classes: lecture			
1	Advanced concepts related to passenger transport		1
2	Relations between transport and tourism		1
3	Features of transport services in tourism		1
4	Transport infrastructure in Poland and in the world		2
5	Quality of tourist transport services		1
6	Road transport serving international tourist traffic (case studies)		2
7	Rail transport in servicing international tourist traffic (case studies)		2
8	Air transport serving international tourist traffic (case studies)		2
9	Maritime transport serving international tourist traffic (case studies)		2
10	The future of international tourist transport		1
Metody kształcenia / Teaching methods:	multimedia presentations, discussion, group work, case study, project		
Metody weryfikacji efektów uczenia się / Methods of verification of learning outcomes			Nr efektu uczenia się z sylabusa / The number of learning outcome from syllabus
	EGZAMIN PISEMNY / WRITTEN EXAM		
	EGZAMIN USTNY / ORAL EXAM		
	KOŁOKWIUM / WRITTEN TEST		EP1, EP2, EP3
OPINIE W DZIENNIKU PRAKTYK /			

	PRACA DYPLOMOWA / DIPLOMA THESIS				
	PRACA PISEMNA / ESEJ / RECENZJA / WRITTEN ESSAY/ REVIEW				
	PREZENTACJA / PRESENTATION				
	PROJEKT / PROJECT				EP, EP6
	SPRAWDZIAN / TEST				
	ZAJĘCIA PRAKTYCZNE (WERYFIKACJA POPRZEZ OBSERWACJE) PRACTICAL (verification by observation)				EP3, EP4, EP5, EP6
Forma i warunki zaliczenia / Form and conditions of completion	The condition of getting credit is obtaining a positive grade from the test and presentation of the project.				
	Zasady wyliczania oceny z przedmiotu / The calculation of a final grade				
	The final grade is the grade from the exercises				
Metoda obliczania oceny końcowej / The method of calculating final grade	Semes ter	Przedmiot / Course	Rodzaj zaliczenia / Type of exam	Metoda obliczania oceny / Method of grade calculation	Waga do średniej / Average weight
		Transport in international tourism		Weight	
		Transport in international tourism	exercises		1
NAKŁAD PRACY STUDENTA / STUDENT WORKLOAD					
Łączny nakład pracy studenta w godz. / Total workload in hours		75			
Liczba punktów ECTS / Number of ECTS		3			