

S Y L A B U S (KARTA PRZEDMIOTU)

Nazwa programu studiów: NIE WYPEŁNIAMY							
Nazwa przedmiotu: Corporate social responsibility					Kod przedmiotu: [uzupełnione automatycznie przez system]		
Nazwa kierunku: NIE WYPEŁNIAMY							
Forma studiów:		profil studiów: NIE WYPEŁNIAMY			Specjalność: NIE WYPEŁNIAMY		
Status przedmiotu:				Język przedmiotu: język angielski			
Rok	Semestr	Forma zajęć	Liczba godzin		Forma zaliczenia	ECTS	
				w tym e-learning			
3	6	ćwiczenia	15	0	ZO	3	
		wykład	15	0	ZO		
Razem			30			3	
Koordynator przedmiotu:		dr hab. Prof. US Maciej Czaplewski					
Prowadzący zajęcia:		dr hab. Prof. US Maciej Czaplewski					
Cele przedmiotu:		<ul style="list-style-type: none"> - Familiarization with the issues of social responsibility of various market entities, including universities, activities and instruments used to increase this responsibility; - development of skills for critical analysis of selected problems in the field of corporate responsibility; - shaping attitudes of responsibility for the activities carried out. 					
Wymagania wstępne:		General knowledge of contemporary problems of ethical business conduct based on current media reports.					
EFEKTY UCZENIA SIĘ							
Kategoria	Lp	KOD	Opis efektu		Odniesienie do efektów dla programu		
wiedza	1	EP1	Knows the essence, objectives, scope, dimensions, areas and models of corporate social responsibility (CSR).		NIE UZUPEŁNIAMY		
	2	EP2	Knows and understands the ethical principles and conditions of business activity.		jw.		
	3	EP3	Understands ESG reporting mechanisms.				
umiejętności	1	EP4	Is able to analyze issues/problems of corporate social responsibility.		jw.		
	2	EP5	Is able to formulate conclusions based on research on selected aspects of CSR.		jw.		
kompetencje społeczne	1	EP6	Is ready to take on social responsibility in various areas.		jw.		
TREŚCI PROGRAMOWE					Semestr	Liczba godzin	
					6	30	
						w tym e-learning	
						0	
Przedmiot: Corporate social responsibility							
Forma zajęć: wykład							
1. Business ethics and ethics of responsibility (concept, genesis, objectives, research methods)					6	1	0

2. Origin and development of social responsibility of entities (evolution, entities, areas; social responsibility as a manifestation of organizational culture)	6	3	0		
3. Basic models and strategies of social responsibility of entities; benefits of introducing CSR for the economy and entities	6	2	0		
4. Social responsibility of business towards employees	6	2	0		
5. Social responsibility of business towards the environment/competition	6	2	0		
6. Social responsibility for the natural environment/achievement of sustainable development goals - selected aspects	6	2	0		
7. Essence, objectives, regulations and principles of ESG reporting	6	3	0		
Forma zajęć: ćwiczenia					
1. Ethical dilemmas of a manager - a case study	6	2	0		
2. Legally protected secrets in business (moral and legal aspects of the obligation to keep secrets. The limits of employee loyalty and responsibility	6	2	0		
3. Ethical treatment of employees (recruitment, selection, assessment, motivation and dismissal of employees) - case studies, exercises and situational scenes regarding individual elements of labor resource management in the company	6	7	0		
4. Social/ESG reporting as an expression of transparent (ethical) enterprise management - analysis and assessment of selected reports	6	4	0		
Metody kształcenia	Problem-based lecture, multimedia presentation, case study, group work, project development				
	As part of the subject implementation, the method of using artificial intelligence is determined by the lecturer in accordance with the best practices and standards of the University of Szczecin. The lecturer informs students about the scope and possibilities of using AI during the first classes, indicating a catalog of tools or applications, adapted to the learning outcomes and didactic needs and possibilities within a given subject				
Metody weryfikacji efektów uczenia się			Nr efektu uczenia się z sylabusu		
	Project		EP1, EP2, EP3, EP4, EP5, EP6		
	Presentation		EP1, EP2, EP3, EP4, EP5, EP6		
	The methods and forms of verifying learning outcomes may be changed for students with special needs under the terms and conditions specified in the Study Regulations of the University of Szczecin.				
Forma i warunki zaliczenia	Lectures - a graded credit based on the project conducted on the selected topic. Exercises - a graded credit based on a presentation of a selected topic and answering possible questions.				
	Zasady wyliczania oceny z przedmiotu				
	The grade for the course is the arithmetic average of the grades from lectures and exercises.				
Metoda obliczania oceny końcowej	Sem.	Przedmiot	Rodzaj zaliczenia	Metoda obl. oceny	Waga do średniej
		Corporate social responsibility		Arytmetyczna	
	6	Corporate social responsibility [exercises]		zaliczenie z oceną	
	6	Corporate social responsibility [lectures]		zaliczenie z oceną	
Literatura podstawowa	The Oxford handbook of corporate social responsibility, ed. by Andrew Crane [et al.]. First published in paperback 2009, reprinted 2012, Oxford : Oxford University Press, 2012.				
Literatura uzupełniająca	Corporate social (ir)responsibility / ed. by Agata Lulewicz-Sas ; [transl. Kamil Wrzosek], Białystok : Agencja Wydawnicza EkoPress, 2013; Auditor independence : auditing, corporate governance and market confidence / Ismail Adelopo, Farnham ; Gower, cop. 2012.				

NAKŁAD PRACY STUDENTA		
	Liczba godzin	
		w tym e-learning
Zajęcia dydaktyczne	30	0
Udział w egzaminie/zaliczeniu	3	0
Przygotowanie się do zajęć	7	0
Studiowanie literatury	8	0
Udział w konsultacjach	10	0
Przygotowanie projektu / eseju / itp.	8	0
Przygotowanie się do egzaminu/zaliczenia	9	0
ŁĄCZNY nakład pracy studenta w godz.	75	
Liczba punktów ECTS	3	

SYLLABUS

CONTEMPORARY TRENDS IN TOURISM AND RECREATION

course id: EFZ181AIIJ2994_1S

Nazwa przedmiotu / Course name: Contemporary trends in tourism and recreation			
Nazwa kierunku / Study area: international tourism business			
Forma studiów / Form of studies: second degree (Master), full - time		Profil studiów / Study profile: general academic	
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 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		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: konwersatorium / Type of classes: discussion classes			
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	Credit of discussion classes 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 discussion classes. The final mark of the discussion classes can be increased for additional activity or volunteering. Passing written test includes lectures with topics of lectures and discussion classes				
	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 discussion classes				
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
	4	Contemporary trends in tourism and recreation		Arithmetic	
	4	Contemporary trends in tourism and recreation (discussion classes)	credit with a grade		
	4	Contemporary trends in tourism and recreation (lecture)	credit with a grade		
NAKŁAD PRACY STUDENTA / STUDENT WORKLOAD					
Łączny nakład pracy studenta w godz. / Total workload in hours	75				
Liczba punktów ECTS / Number of ECTS	3				

SYLLABUS

FINANCING THE TOURISM DEVELOPMENT

course id: US181AIIJ3313_52S

Nazwa przedmiotu / Course name: Financing the tourism development			
Nazwa kierunku / Study area: international tourism business			
Forma studiów / Form of studies: second degree (Master), full - time		Profil studiów / Study profile: general academic	
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			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				
	EGZAMIN USTNY / ORAL EXAM				
	KOŁOKWIUM / 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	Semester	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]	credit with a grade		
		Financing the tourism development [lecture]	credit with a grade		
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_48S

Nazwa przedmiotu / Course name: Marketing of tourism and recreation services			
Nazwa kierunku / Study area: international tourism business			
Forma studiów / Form of studies: second degree (Master), full - time	Profil studiów / Study profile: general academic		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 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]	credit with a grade		0
		Marketing of tourism and recreation services [lectures]	exam		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

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: international tourism business			
Forma studiów / Form of studies: second degree (Master), full - time	Profil studiów / Study profile: general academic		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 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: konwersatorium / Type of classes: discussion classes			
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				
	KOLOKWIUM / 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; discussion classes - 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 (discussion classes)	credit with a grade		
		Quality and innovation in tourism and services (lecture)	credit 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

TOURISM PROJECT MANAGEMENT

course id: US181AIIJ3336_56S

Nazwa przedmiotu / Course name: Tourism project management			
Nazwa kierunku / Study area: international tourism business			
Forma studiów / Form of studies: second degree (Master), full - time	Profil studiów / Study profile: general academic		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	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		Nr efektu uczenia się z sylabusu / The number of learning outcome from syllabus	

verification of learning outcomes	EGZAMIN PISEMNY / WRITTEN EXAM				
	EGZAMIN USTNY / ORAL EXAM				
	KOLOKWIUM / 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 test 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]	credit with a grade		
		Tourism project management [exercises]	credit with a grade		
NAKŁAD PRACY STUDENTA / STUDENT WORKLOAD					
Łączny nakład pracy studenta w godz. / Total workload in hours		75			
Liczba punktów ECTS / Number of ECTS		3			

SYLLABUS

URBAN AND CULTURAL TOURISM

course id: US181AIIJ3038_24S

Nazwa przedmiotu / Course name: Urban and cultural tourism			
Nazwa kierunku / Study area: international tourism business			
Forma studiów / Form of studies: second degree (Master), full - time		Profil studiów / Study profile: general academic	
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 understands the regional conditions for the development of urban and cultural tourism and knows the relationship between historical and cultural values and the tourist attractiveness of cities and regions	
SKILLS	EP2	The student uses the acquired knowledge to assess the valorization of factors affecting the development of urban and cultural tourism	
	EP3	The student analyzes the development of tourism in the city and the region in relation to diverse cultural conditions	
SOCIAL COMPETENCES	EP4	The student raises awareness of the importance of urban and cultural tourism for the development of regional and local communities	
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 issues of urban and cultural tourism		2
2	Directions of geographical research in urban and cultural tourism		2
3	Tourist attractions of cities		3
4	Regional and local conditions of urban and cultural tourism development.		4
5	Tourist space of the city as a space of cultural tourism		4
Forma zajęć: konwersatorium / Type of classes: discussion classes			
1	Resources and tourist values of cities		2
2	Determining and measuring tourist traffic in the urban tourist space		5
3	Valorization assessment of urban cultural resources and their use in tourism development		8
Metody kształcenia / Teaching methods:			
Interactive lecture, brainstorming, discussion, team work, project (essay)			
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		EP1, EP2, EP3	
PREZENTACJA / PRESENTATION			
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	Credit of discussion classes includes the preparation and essay on a chosen topic related to urban and cultural tourism. The received grade is the final grade of the discussion classes. The final mark of the discussion classes can be increased for additional activity or volunteering. Passing written test includes lectures with topics of lectures and discussion classes				
	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 discussion classes				
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
	4	Urban and cultural tourism		Arithmetic	
	4	Urban and cultural tourism (discussion classes)	credit with a grade		
	4	Urban and cultural tourism (lecture)	credit with a grade		
NAKŁAD PRACY STUDENTA / STUDENT WORKLOAD					
Łączny nakład pracy studenta w godz. / Total workload in hours	50				
Liczba punktów ECTS / Number of ECTS	2				

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: USEFZ-GP/inż-O-I-S-24/25Z						
Course title: Big Data in the spatial economy				Course code: EFZ54AIJ3434_111S		
Name of field of study: SPATIAL ECONOMY						
Mode and cycle of study: first degree (bachelor of engineering), full - time		Profile of study: general academic		Specialty: spatial data analyst		
Course / module status: mandatory			Language of instruction: English semester: 7			
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS
				including e-learning		
4	7	practicals	15		passing grade	3
		lectures	15		passing grade	
Total			30			3
Course / module coordinator:		dr inż. Elżbieta Ociepa-Kicińska				
Course instructor:		dr inż. Elżbieta Ociepa-Kicińska				
Course / module objectives:		Discuss the essence of BIG DATA technology and the scope of its use in spatial management. Acquire Skills of using BIG DATA technologies and tools in support of spatial processes and Use of BIG DATA technologies in data collection and processing processes.				
Prerequisites:		Basics of computer science, basics of databases, basics of statistics.				
LEARNING OUTCOMES						
Category	No.	Code	Description	Ref. to programme benchmarks		
knowledge	1	EP1	The student knows the essence, specificity and technology of BIG DATA	K_W05 K_W07		
	2	EP2	The student understands the importance of BIG DATA technology in supporting spatial management	K_W02 K_W05		
skills	1	EP3	The student has the ability to select techniques for collecting and processing large data sets, can use BIG DATA technology to support spatial management processes and prepare solutions to support decision-making, knowledge production and group cooperation	K_U2 K_U3 K_U5 K_U6		
social competences	1	EP4	The student is ready to recognize the importance of information obtained from collected and processed big data sets in solving problems independently or with the use of expert knowledge	K_K02		
CONTENT				Semester	No. of hours	
						including e-learning
Subject title: Big Data in the spatial economy						
Format of instruction: lecture						
1. Concepts and essence of BIG DATA, 3V and 4V models				7	2	0
2. Problems of variability and diversity of data in business				7	1	0
3. Areas of use of BIG DATA in spatial economy, examples of applications				7	2	0

4. Usage of BIG DATA in spatial economy		7	2	0
5. Implementation technologies of BIG DATA in spatial economy		7	2	0
Format of instruction: practicals				
1. Examples of application of BIG DATA technology in spatial management, case study		7	15	0
Modes of delivery	<p>Multimedia presentation (lecture), lab activities, use of PowerBI tool, Hadoop environment, Spark and MapReduce model, solving tasks, practical exercises, case study analysis</p> <p>In the implementation of the course, the way artificial intelligence is used is determined by the instructor in accordance with the best practices and standards of the University of Szczecin. The teacher shall inform students about the scope and possibilities of using AI during the first classes, indicating a catalog of tools or applications, adapted to the learning outcomes and teaching needs and opportunities in the course.</p>			

Assessment methods					No. of learning outcome from the syllabus
	TEST				EP1, EP2
	PROJECT				EP1, EP2, EP3, EP4
The methods and forms of verification of learning outcomes may be changed for students with special needs under the conditions and rules specified in the University of Szczecin Academic Regulations					
Grading criteria	Credit for lectures is based on written credit on the content presented in the lecture and selected issues from the primary literature. Credit for laboratories is given on the basis of the project realized within the laboratory classes.				
	Grade calculation principles				
	The final grade for the course is the average of the grades obtained from the test and the grade from the practicals.				
Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	7	Big Data in the spatial economy		Arithmetic	
	7	Big Data in the spatial economy (practicals)	passing grade		
	7	Big Data in the spatial economy (lectures)	passing grade		
Basic reading	The most up-to-date knowledge sources are provided directly to students within the Moodle platform for this course.				
Supplementary reading					
STUDENT WORKLOAD					
			No. of hours		
			Including e-learning		
Contact hours	30				
Participation in test / exam	2				
Preparation for contact hours	8				
Private reading and studying	10				
Participation in tutorials	12				
Preparation of project / essay / etc.	8				
Preparation for test / exam	5				
TOTAL workload	75				
ECTS credits	3				

SYLLABUS

ECONOMICS OF CITIES AND REGIONS

course id: EFZ54AIJ3434_144S

Nazwa przedmiotu / Course name: Economics of cities and regions			
Nazwa kierunku / Study area: SPATIAL ECONOMY			
Forma studiów / Form of studies: first degree (Bachelor), full - time	Profil studiów / Study profile: general academic		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.				
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			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
		3	Economics of cities and regions		weight	
		3	Economics of cities and regions [exercises]	credit with a grade		0,5
		3	Economics of cities and regions [lectures]	credit with a 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				

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: USEFZ-GP/inż-O-I-S-24/25Z							
Course title: IT systems and techniques					Course code: EFZ54AIJ3434_123S		
Name of field of study: SPATIAL ECONOMY							
Mode and cycle of study: first degree (bachelor of engineering), full - time			Profile of study: general academic		Specialty: -		
Course / module status: mandatory			Language of instruction: English semester: 1				
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS	
				including e-learning			
1	1	laboratory	30		passing grade	3	
Total							
Course / module coordinator:		dr inż. Elżbieta Ociepa-Kicińska					
Course instructor:		dr inż. Elżbieta Ociepa-Kicińska					
Course / module objectives:		This course equips students with advanced computer skills, the Windows operating system and Office software for creating and editing documents, enabling proficiency in MS Word for text manipulation, MS Excel for statistical calculations and data representation, and MS PowerPoint for creating multimedia presentations.					
Prerequisites:		Basic computer skills.					
LEARNING OUTCOMES							
Category	No.	Code	Description	Ref. to programme benchmarks			
knowledge	1	EP1	The student knows and uses the basic terminology for use of computers, operating system, various applications, among others: word processor, spreadsheet, database.	K_W03 K_W05			
	2	EP2	The student explains the purpose of MS Office programs. Knows the basic principles of health and safety at work in a computer lab.	K_W02 K_W03 K_W07			
skills	1	EP3	The student creates and correctly formats documents in MS Word, MS Excel, MS Power-Point.	K_U12			
social competences	1	EP4	The student is ready to be creative and seek solutions to problem tasks.	K_K02 K_K05			
CONTENT					Semester	No. of hours	
							including e-learning
Subject title: IT systems and techniques							
Format of instruction: laboratory							
1. Introduction to information and communication technology					1	1	0
2. Introduction to data analysis in spreadsheets					1	2	0
3. Use of aggregating functions, logical functions, and data filtering and sorting functions					1	6	0
4. Data analysis tools: Pivot table and pivot chart					1	5	0
5. Data visualizations: Charts, fragmenter, timeline					1	5	0
6. Building management cockpits					1	5	0

7. Editing text documents and graphic presentation		1	5	0
Modes of delivery	multimedia presentation, individual work, analysis of works with discussion			
	In the implementation of the course, the way artificial intelligence is used is determined by the instructor in accordance with the best practices and standards of the University of Szczecin. The teacher shall inform students about the scope and possibilities of using AI during the first classes, indicating a catalog of tools or applications, adapted to the learning outcomes and teaching needs and opportunities in the course.			

Assessment methods					No. of learning outcome from the syllabus
	SPRAWDZIAN / TEST				EP1, EP2, EP3
	ZAJĘCIA PRAKTYCZNE (WERYFIKACJA POPRZEZ OBSERWACJĘ) PRACTICAL (verification by observation)				EP4
	Metody i formy weryfikacji efektów uczenia się mogą zostać zmienione dla studentów ze szczególnymi potrzebami na warunkach i zasadach określonych w Regulaminie Studiów Uniwersytetu Szczecińskiego				
Grading criteria	Passing grade. The condition for passing is the completion of the assigned works. Passing works will be evaluated in terms of substantive and formal aspects. The basis for passing the exercises is the positive completion of tests after each section and active participation in classes.				
	Grade calculation principles				
	The final grade is the average of test grades (70%) and activity grade (30%).				
Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	1	IT systems and techniques		Uncredited	
	1	IT systems and techniques (laboratory)	passing grade		
Basic reading	The most up-to-date knowledge sources are provided directly to students within the Moodle platform for this course.				
Supplementary reading					
STUDENT WORKLOAD					
			No. of hours		
			Including e-learning		
Contact hours			30		
Participation in test / exam			2		
Preparation for contact hours			8		
Private reading and studying			15		
Participation in tutorials			10		
Preparation of project / essay / etc.			0		
Preparation for test / exam			10		
TOTAL workload			75		
ECTS credits			3		

SYLLABUS

LOCATION OF BUSINESS ENTITIES

course id: EFZ54AIJ3434_146S

Nazwa przedmiotu / Course name: Location of business entities			
Nazwa kierunku / Study area: SPATIAL ECONOMY			
Forma studiów / Form of studies: first degree (Bachelor), full - time	Profil studiów / Study profile: general academic		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 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 in economic systems		2		
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				
	KOLOKWIUM / 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
	3	Location of business entities		Arithmetic	
	3	Location of business entities [lectures]	exam		
	3	Location of business entities [exercises]	credit with a grade		
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

course id: EFZ54AIJ3434_139S

Nazwa przedmiotu / Course name: Territorial self-government			
Nazwa kierunku / Study area: SPATIAL ECONOMY			
Forma studiów / Form of studies: first degree (Bachelor), full - time	Profil studiów / Study profile: general academic		Specjalność / Specialization: -
Rok / Academic year: 1	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 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 needs according to E. Allardt) as well as sources and techniques of obtaining working material		6		
	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				
	KOLOKWIUM / 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
	2	Territorial self-government		Arithmetic	
	2	Territorial self-government [lectures]	credit with a grade		
	2	Territorial self-government [exercises]	credit with a grade		
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: first degree (Bachelor), full – time	Profil studiów / Study profile: general academic		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 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
2	Place of tourism and recreation in the economy		2
3	Market of tourist and recreational services		2
4	Tourist and recreational demand		2
5	Tourist and recreation supply		2
6	Prices for tourist and recreational services		2
7	State policy in the area of recreation tourism		2
8	International tourism		1
Forma zajęć: ćwiczenia / Type of classes: practicals			
1	Basic concepts and definitions in the field of tourism and recreation; links between tourism and recreation		1
2	Selected forms of tourism (exercises in groups)		1
3	Functions performed by tourism and recreation. Tourism and recreation dysfunctions		2
4	Tourism economy; classification of tourist and recreational activities (exercises in groups). Tourism industry. The importance of the tourism sector		1

5	Tourist and recreational demand - basic dependencies		1			
6	Tourist supply; characteristics of tourist supply; measures of tourist and recreational supply		1			
7	Tourist and recreational product		1			
8	Recreational services		1			
9	Determinants and methods of pricing tourist and recreational services		1			
10	Tourist and recreational policy		1			
11	Quality of tourist and recreational services		1			
12	Characteristics of international tourism (exercises in groups)		1			
13	Participation of Poles in tourist trips		1			
14	Tourism Satellite Account		1			
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
		2	Economics of tourism and recreation		Weight	
		2	Economics of tourism and recreation [lectures]	exam		1
		2	Economics of tourism and recreation [exercises]	credit with a grade		0
NAKŁAD PRACY STUDENTA / STUDENT WORKLOAD						
Łączny nakład pracy studenta w godz. / Total workload in hours		75				
Liczba punktów ECTS / Number of ECTS		3				

SYLLABUS

E-TECHNOLOGIES IN TOURISM AND RECREATION

course id: US181AIJ3337_37S

Nazwa przedmiotu / Course name: E-technologies in tourism and recreation			
Nazwa kierunku / Study area: TOURISM AND RECREATION			
Forma studiów / Form of studies: first degree (Bachelor), full - time	Profil studiów / Study profile: general academic		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 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		9

	investment or tourist service (project)				
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	Semes ter	Przedmiot / Course	Rodzaj zaliczenia / Type of exam	Metoda obliczania oceny / Method of grade calculation	Waga do średniej / Average weight
	4	E-technologies in tourism and recreation		Weight	
	4	E-technologies in tourism and recreation [laboratory]	credit with a grade		1
NAKŁAD PRACY STUDENTA / STUDENT WORKLOAD					
Łączny nakład pracy studenta w godz. / Total workload in hours		50			
Liczba punktów ECTS / Number of ECTS		2			

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: first degree (Bachelor), full - time	Profil studiów / Study profile: general academic		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 (exercises)	credit with a grade		0
	3	Functioning of tourist and recreational entities (lecture)	exam		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

HOTEL BUSINESS

course id: US181AIJ3350_34S

Nazwa przedmiotu / Course name: Hotel business			
Nazwa kierunku / Study area: TOURISM AND RECREATION			
Forma studiów / Form of studies: first degree (Bachelor), full - time	Profil studiów / Study profile: general academic		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 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	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
	3	Hotel business		weight	
	3	Hotel business (exercises)	credit with a grade		0
	3	Hotel business (lecture)	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

INTERPRETING OF CULTURAL HERITAGE FOR TOURISM

course id: EFZ181AIJ3434_1S

Nazwa przedmiotu / Course name: Interpreting of cultural heritage for tourism			
Nazwa kierunku / Study area: TOURISM AND RECREATION			
Forma studiów / Form of studies: first degree (Bachelor), full - time		Profil studiów / Study profile: general academic	
Specjalność / Specialization: -			
Rok / Academic year: 3	Semestr / semester: 5 (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 most important sources of information and basic analytical and research methods used in the process of tourist interpretation, in relation to cultural heritage sites	
SKILLS	EP2	The student is able to analyze and evaluate the phenomena occurring in the tourist space, including mainly in relation to various forms of heritage tourism, and is able to adapt the form of the narrative to contemporary challenges and problems of tourism	
	EP3	The student is able to use modern interpretation equipment - mobile applications, portable communication systems, audio-guide, etc., as well as numerous tools to support the interpretation of the object	
SOCIAL COMPETENCES	EP4	The student is ready to initiate and undertake actions for sustainable development in the context of interpretation, promotion and protection of world cultural and natural heritage	
TREŚCI PROGRAMOWE / COURSE PROGRAM			
L.p. / No.	Treści / Content		liczba godzin / Hours
Forma zajęć: konwersatorium / Type of classes: discussion classes			
1	Theoretical basis of heritage interpretation in tourism. Terminology and methodology		5
2	How to interpret heritage? Problems and challenges of contemporary heritage tourism		5
3	Does the modern cultural tourist need an interpretation of heritage sites?		5
4	New technologies in heritage interpretation - mobile applications, virtual and augmented reality, e-tourism, e-heritage tool, etc.		5
5	Narrative and storytelling in heritage interpretation		5
6	Forms of heritage interpretation in relation to the function of an object, trail or site		5
7	Challenges and problems in heritage interpretation		5
8	Modern methods of heritage interpretation and their application in tourism		5
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	
		OPINIE W DZIENNIKU PRAKTYK /	
PRACA DYPLOMOWA / DIPLOMA THESIS		EP 1	

	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	Credit of discussion classes includes the preparation and presentation of its presentation on a chosen topic related to interpretation of heritage in tourism. The received grade is the final grade of the discussion classes. The final mark of the discussion classes can be increased for additional activity or volunteering. Passing written test includes lectures with topics of lectures and discussion classes				
	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 discussion classes				
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
	5	Interpreting of cultural heritage for tourism		Arithmetic	
	5	Interpreting of cultural heritage for tourism (discussion classes)	credit with a grade		
	5	Interpreting of cultural heritage for tourism (lecture)	credit with a grade		
NAKŁAD PRACY STUDENTA / STUDENT WORKLOAD					
Łączny nakład pracy studenta w godz. / Total workload in hours		25			
Liczba punktów ECTS / Number of ECTS		1			

SYLLABUS

TOURISM AND RECREATION INFRASTRUCTURE

course id: EFZ181AIJ3434_22S

Nazwa przedmiotu / Course name: Tourism and recreation infrastructure			
Nazwa kierunku / Study area: TOURISM AND RECREATION			
Forma studiów / Form of studies: first degree (Bachelor), full - time		Profil studiów / Study profile: general academic	
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 term and concepts related to the issues of tourism and recreational infrastructure and understands selected issues concerning the assessment of the value of the geographical environment for the needs of tourism and recreational infrastructure	
SKILLS	EP2	The student can evaluate the existing solutions in the field of tourism infrastructure of selected tourism centers and areas	
	EP3	The student can select and apply appropriate methods and tools useful in designing tourist and recreational infrastructure	
SOCIAL COMPETENCES	EP4	The students are ready to think and act in an entrepreneurial way when designing elements of tourism and recreational infrastructure	
TREŚCI PROGRAMOWE / COURSE PROGRAM			
L.p. / No.	Treści / Content		semestr / semester
			liczba godzin / Hours
Forma zajęć: wykład / Type of classes: lecture			
1	Examples of tourism infrastructure for selected tourist centers and areas		4
2	Inventory of accommodation, catering and recreational facilities - analysis of location factors		4
3	The main problems of tourism space infrastructure - case studies		3
4	Financing sources for tourism and recreation infrastructure.		3
Forma zajęć: konwersatorium / Type of classes: discussion classes			
1	Types of tourist facilities and services		3
2	Basic concepts of tourism infrastructure		3
3	Analysis and characteristics of the infrastructure for tourist services (accommodation, catering, supplementary transport) - inventory and valorization		4
4	Tourism infrastructure for individual forms and types of tourism: recreational, nature, cultural, business, agritourism, recreational and sports tourism		5
Metody kształcenia / Teaching methods:	Interactive lecture, brainstorming, discussion, team work, design work project		
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			

	PROJEKT / PROJECT		EP1, EP2, EP3		
	SPRAWDZIAN / TEST				
	ZAJĘCIA PRAKTYCZNE (WERYFIKACJA POPRZEZ OBSERWACJE) PRACTICAL (verification by observation)		EP2, EP3, EP4		
Forma i warunki zaliczenia / Form and conditions of completion	Credit of discussion classes includes the preparation the presentation and work on a chosen topic related to tourist infrastructure. The received grade is the final grade of the discussion classes. The final mark of the discussion classes can be increased for additional activity or volunteering. Passing written test includes lectures with topics of lectures and discussion classes				
	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 discussion classes				
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
	3	Tourism and recreation infrastructure		Arithmetic	
	3	Tourism and recreation infrastructure (discussion classes)	credit with a grade		
	3	Tourism and recreation infrastructure tourism (lecture)	credit with a grade		
NAKŁAD PRACY STUDENTA / STUDENT WORKLOAD					
Łączny nakład pracy studenta w godz. / Total workload in hours	75				
Liczba punktów ECTS / Number of ECTS	3				