

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: International tourism business							
Course title: Creation of tourism products					Course code: EFZ181AIJ3434_11S		
Name of field of study: International tourism business							
Mode and cycle of study: second degree (Master), full - time		Profile of study: general academic			Specialty: -		
Course / module status:				Language of instruction: semester:			
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS	
				including e-learning			
1	2	discussion classes	30	0	credit with a grade	4	
Total							
Course / module coordinator:		dr DANIEL SZOSTAK					
Course instructor:		dr DANIEL SZOSTAK					
Course / module objectives:		The aim of the teaching process is to present the possibilities of shaping the tourist product of the area. Students will acquire the ability to develop concepts for area-based tourist products. Students will be ready to creatively, consciously, and responsibly shape the tourist products of the area and to respect the diverse interests of local communities and tourists.					
Prerequisites:		No prerequisites.					
LEARNING OUTCOMES							
Category	No.	Code	Description	Ref. to programme benchmarks			
knowledge	1	EP1	The student defines concepts related to a tourism product, its essence, meaning, purpose, and functions.				
	2	EP2	The student interprets the functioning of tourism products in the area in terms of tourists' needs.				
skills	1	EP3	The student demonstrates the ability to create tourism product concepts in line with the demands of the tourism market.				
social competences	1	EP4	The student is ready to creatively develop concepts for tourism products in the area, taking into account the diverse needs of both tourists and residents				
CONTENT					Semester	No. of hours	
						including e-learning	
Subject title: Creation of tourism products							
Format of instruction: discussion classes							
The essence of a tourism product, its elements and characteristics					2	4	
Types of tourism products					2	4	
Creators of a tourism product					2	2	
Tourist attractiveness of an area					2	4	
Marketing structure of a tourism product					2	2	
The life cycle of a tourism product					2	2	
Marketing tools for creating a tourism product					2	6	

The brand and image of a tourism product			2	2	
Analysis of model tourism product creations in Poland and worldwide			2	4	
Modes of delivery	project development, multimedia presentations, group work, discussion				
	As part of the course, the use of artificial intelligence is determined by the instructor in accordance with the best practices and standards of the University of Szczecin. The instructor informs students about the scope and possibilities of using AI during the first class, indicating a catalog of tools or applications adapted to the learning outcomes and teaching needs and possibilities within the course.				
Assessment methods				No. of learning outcome from the syllabus	
	written test			EP1,EP2	
	presentation			EP3,EP4	
	practical (verification by observation)			EP4	
	The methods and forms of verifying learning outcomes may be changed for students with special needs under the conditions and rules specified in the Study Regulations of the University of Szczecin.				
Grading criteria	Written test (test + open-ended questions) preparation and presentation of your own project. The final grade for discussion classes is the arithmetic mean of the grades from the test and the project.				
	Grade calculation principles				
	A positive mark for a written paper or multimedia presentation on a set topic in accordance with the lecture content of the subject, as well as a positive mark for activity in class				
Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	3	Creation of tourism products		Incalculable	
	3	Creation of tourism products [discussion classes]	credit with a grade		
Basic reading	Literature provided on an ongoing basis according to the latest available English-language sources.				
Supplementary reading	Literature provided on an ongoing basis according to the latest available English-language sources.				
STUDENT WORKLOAD					
		No. of hours			
			Including e-learning		
Contact hours		30			
Participation in test / exam		2			
Preparation for contact hours		20			
Private reading and studying		15			
Participation in tutorials		10			
Preparation of project / essay / etc.		15			
Preparation for test / exam		8			
TOTAL workload		100			
ECTS credits		4			

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: International tourism business						
Course title: Financing the tourism development					Course code: EFZ181AIJ3434_60S	
Name of field of study: International tourism business						
Mode and cycle of study: second degree (Master), full - time		Profile of study: general academic			Specialty: -	
Course / module status:			Language of instruction: semester:			
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS
				including e-learning		
1	2	discussion classes	15	0	credit with a grade	3
1	2	lecture	15	0	exam	
Total						
Course / module coordinator:		Prof. US dr hab. Przemysław Pluskota				
Course instructor:		Prof. US dr hab. Przemysław Pluskota				
Course / module objectives:		To familiarize students with the theoretical and practical aspects of financing tourism projects and enterprises				
Prerequisites:		Basic knowledge of finance				
LEARNING OUTCOMES						
Category	No.	Code	Description	Ref. to programme benchmarks		
knowledge	1	EP1	The student defines and characterizes the basic concepts related to the financing of tourism development			
	2	EP2	Student lists sources and types of financing			
skills	1	EP3	The student discusses the functioning and specificity of the tourism development financing system			
	2	EP4	Student classifies and compares the basic types and sources of financing			
social competences	1	EP5	Student identifies institutions financing tourism development and defines their importance for local development			
	2	EP6	The student critically assesses the effects of the proposed solutions for financing tourism development			
CONTENT					Semester	No. of hours
						including e-learning
Subject title: Financing the tourism development						
Format of instruction: lecture						
The essence and importance of finance in tourism					2	2
The importance of equity in the enterprise					2	2
Sources of financing enterprises					2	2

Institutions financing the development of tourism			2	2	
Instruments financing tourism development			2	4	
Financing the development of tourism and recreation from EU funds			2	3	
Format of instruction: discussion classes					
Finance in tourism - practical aspects			2	1	
Determinants of financing sources selection			2	2	
Analysis of financing sources for enterprises			2	2	
Analysis of financial instruments financing the development of tourism			2	2	
Financial infrastructure at the regional level - objective and subjective approach			2	2	
Financial capacity analysis			2	2	
Financing the development of tourism and recreation from EU funds - case studies			2	4	
Modes of delivery	multimedia presentations, case study, open discussion, work in groups				
	As part of the course, the use of artificial intelligence is determined by the instructor in accordance with the best practices and standards of the University of Szczecin. The instructor informs students about the scope and possibilities of using AI during the first class, indicating a catalog of tools or applications adapted to the learning outcomes and teaching needs and possibilities within the course.				
Assessment methods				No. of learning outcome from the syllabus	
	written exam			EP1, EP2, EP3, EP4, EP5, EP6	
	project			EP1, EP2, EP3, EP4, EP5, EP6	
	practical (verification by observation)			EP2, EP3, EP5, EP6	
	The methods and forms of verifying learning outcomes may be changed for students with special needs under the conditions and rules specified in the Study Regulations of the University of Szczecin.				
Grading criteria	The grade for lectures is based on a written exam. The grade for discussion classes is based on a project and active participation in classes.				
	Grade calculation principles				
	A positive mark for a written paper or multimedia presentation on a set topic in accordance with the lecture content of the subject, as well as a positive mark for activity in class				
Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	3	Financing the tourism development		Weight	
	3	Financing the tourism development	exam		0.5
	3	Financing the tourism development [discussion classes]	credit with a grade		0.5
Basic reading	Literature provided on an ongoing basis according to the latest available English-language sources.				
Supplementary reading	Literature provided on an ongoing basis according to the latest available English-language sources.				
STUDENT WORKLOAD					
		No. of hours			
				Including e-learning	
Contact hours		30			

Participation in test / exam	2	
Preparation for contact hours	10	
Private reading and studying	10	
Participation in tutorials	10	
Preparation of project / essay / etc.	5	
Preparation for test / exam	8	
TOTAL workload	75	
ECTS credits	3	

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: International tourism business						
Course title: Territorial marketing					Course code: EFZ181AIIJ3434_5S	
Name of field of study: International tourism business						
Mode and cycle of study: second degree (Master), full - time		Profile of study: general academic			Specialty: -	
Course / module status:			Language of instruction: semester:			
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS
				including e-learning		
1	1	Practicals	15	0	credit with a grade	4
1	1	Lecture	15		exam	
Total						
Course / module coordinator:		dr Leszek Gracz				
Course instructor:		dr Leszek Gracz				
Course / module objectives:		familiarizing students with the conditions, possibilities, and methods of using marketing activities in the practice of managing territorial units, with particular emphasis on the tourism sector; acquiring basic skills and competences in the field of planning marketing activities for a territorial unit in order to increase its attractiveness and gain a competitive advantage				
Prerequisites:		knowledge of basic issues in marketing and management, including the concept and general objectives of marketing, key factors determining the functioning of organizations in the market environment, commonly used marketing tools and instruments, etc.				
LEARNING OUTCOMES						
Category	No.	Code	Description	Ref. to programme benchmarks		
knowledge	1	EP1	defines selected concepts in the field of marketing management of territorial units and explains the essence of the most important concepts of territorial marketing			
	2	EP2	knows the possibilities and limitations of using a marketing approach in the practice of managing cities, municipalities, and regions, with particular emphasis on the tourism and recreation sector			
skills	1	EP3	designs and conducts research aimed at assessing the market potential of a selected area, identifying target groups for marketing activities, and recognizing the image of a territorial unit, with particular emphasis on the tourism sector			
	2	EP4	organizes the factors that contribute to the usefulness of a territorial unit for various stakeholder groups, creates a product offer, and critically evaluates promotional activities at the local government level, including those related to tourism and recreation			
social competences	1	EP5	appreciates the need to use a marketing approach to increase the attractiveness and gain a competitive advantage for territorial units			
	2	EP6	is aware of the need for a creative approach in formulating marketing proposals			
CONTENT					Semester	No. of hours
						including e-learning
Subject title: Territorial marketing						
Format of instruction: lecture						

The origins and conditions for the development of territorial marketing		1	2		
The concept of product in territorial marketing		1	4		
The market potential of a territorial unit and methods of its identification		1	3		
Image as an element of the marketing strategy of territorial units		1	2		
Target markets in territorial marketing		1	2		
Promotion as an instrument of territorial marketing		1	2		
Format of instruction: practicals					
Assessment of the market potential of a selected territorial unit		1	4		
Development of a sample product offer for a selected local government unit		1	2		
Identification of the image of a territorial unit		1	2		
Identification of target groups for the purposes of territorial marketing		1	2		
Assessment of the promotional activity of a selected local government		1	5		
Modes of delivery	informative and problem-based lectures using screen visualization tools, moderated discussion, practical classes, individual and team work				
	As part of the course, the use of artificial intelligence is determined by the instructor in accordance with the best practices and standards of the University of Szczecin. The instructor informs students about the scope and possibilities of using AI during the first class, indicating a catalogue of tools or applications adapted to the learning outcomes and teaching needs and possibilities within the course.				
Assessment methods			No. of learning outcome from the syllabus		
	project		EP3, EP4		
	written exam		EP1, EP2		
	practical (verification by observation)		EP5, EP6		
	The methods and forms of verifying learning outcomes may be changed for students with special needs under the conditions and rules specified in the Study Regulations of the University of Szczecin.				
Grading criteria	Lectures – assessment based on a written exam (after passing the practical classes). Practical classes – assessment based on partial grades for analytical work, presentation of a prepared project, and participation during classes.				
	Grade calculation principles				
Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	3	Territorial marketing		weight	
	3	Territorial marketing [lectures]	exam		0.5
	3	Territorial marketing [practicals]	credit with a grade		0.5
Basic reading	Literature provided on an ongoing basis according to the latest available English-language sources.				
Supplementary reading	Literature provided on an ongoing basis according to the latest available English-language sources.				
STUDENT WORKLOAD					

	No. of hours	
		Including e-learning
Contact hours	30	
Participation in test / exam	2	
Preparation for contact hours	15	
Private reading and studying	15	
Participation in tutorials	20	
Preparation of project / essay / etc.	10	
Preparation for test / exam	8	
TOTAL workload	100	
ECTS credits	4	

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: International tourism business							
Course title: Tourism project management					Course code: EFZ181AIJ3434_13S		
Name of field of study: International tourism business							
Mode and cycle of study: second degree (Master), full - time		Profile of study: general academic			Specialty: -		
Course / module status:			Language of instruction: semester:				
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS	
				including e-learning			
1	1	Discussion classes	15	0	credit with a grade	3	
Total							
Course / module coordinator:		Dr Daniel Szostak					
Course instructor:		Dr Daniel Szostak					
Course / module objectives:		The student knows the basic concepts of tourism project planning and management. The student is able to identify the elements necessary for the proper management of tourism projects. The student is aware of the need to supplement and improve the acquired knowledge and skills in changing economic conditions.					
Prerequisites:		basic information about economics and the tourism market					
LEARNING OUTCOMES							
Category	No.	Code	Description	Ref. to programme benchmarks			
knowledge	1	EP1	Student defines the concept of tourist project and understands its specificity				
	2	EP2	The student understands what is involved in tourism project management				
	3	EP7	The student knows and understands the legal, economic and organizational norms of using financial resources for the implementation of tourist projects				
skills	1	EP3	The student can evaluate the tourist project				
	2	EP4	Student is able to plan a tourist project				
social competences	1	EP5	The student is ready to think and act in an entrepreneurial and creative way				
	2	EP6	The student is ready to critically reflects on and evaluates their own knowledge				
CONTENT					Semester	No. of hours	
						including e- learning	
Subject title: Tourism project management							
Format of instruction: Discussion classes							
The essence and characteristics of a tourism project					1	2	
Planning a tourism project					1	5	

Managing the project process				1	3	
Organizational structures for project management				1	3	
Project closure and control				1	2	
Modes of delivery	multimedia presentation, case study					
	As part of the course, the use of artificial intelligence is determined by the instructor in accordance with the best practices and standards of the University of Szczecin. The instructor informs students about the scope and possibilities of using AI during the first class, indicating a catalog of tools or applications adapted to the learning outcomes and teaching needs and possibilities within the course.					
Assessment methods					No. of learning outcome from the syllabus	
	project				EP1, EP2, EP3, EP4, EP5, EP6, EP7	
	practical (verification by observation)				EP5, EP6	
	The methods and forms of verifying learning outcomes may be changed for students with special needs under the conditions and rules specified in the Study Regulations of the University of Szczecin.					
Grading criteria	The final grade for the seminar is based on the completion of a complex project, the criteria for which are presented at the beginning of the semester.					
	Grade calculation principles					
Final grade calculation method	Sem.	Course		Type of credit	Grade calc. method	Weight for the average
	3	Tourism project management			Not calculated	
	3	Tourism project management [discussion classes]		credit with a grade		
Basic reading	Literature provided on an ongoing basis according to the latest available English-language sources.					
Supplementary reading	Literature provided on an ongoing basis according to the latest available English-language sources.					
STUDENT WORKLOAD						
			No. of hours			
Contact hours			15	Including e-learning		
Participation in test / exam			2			
Preparation for contact hours			10			
Private reading and studying			15			
Participation in tutorials			10			
Preparation of project / essay / etc.			15			
Preparation for test / exam			8			
TOTAL workload			75			
ECTS credits			3			

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: USEFZ-MBT-O-II-S-25/26Z						
Unit: Przedmiot do wyboru [moduł]						
Course title: Contemporary trends in tourism (współczesne trendy w turystyce) (KIERUNKOWE)					Course code: EFZ181AIIJ3434_1S	
Name of field of study: międzynarodowy biznes turystyczny						
Mode and cycle of study: second degree, full - time			Profile of study: general academic		Specialty:	
Course / module status elective				Language of instruction: semester: 3 - polish language		
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS
				including e-learning		
2	3	conversation	15	0	pg	3
Total			15			3
Course / module coordinator	dr hab. MAŁGORZATA BROJAK-TRZASKOWSKA					
Course instructor	dr DANIEL SZOSTAK					
Course / module objectives	The aim of the course is to familiarise students with contemporary trends in tourism, including the demand side and the supply side of tourism, and to acquire the ability to critically analyse this knowledge, as well as the ability to professionally plan and organise tasks related to identifying contemporary trends in tourism. In addition, the aim of the course is to develop students' competences in creative thinking and innovative action, as well as ethical attitudes and behaviour in accordance with the law.					
Prerequisites	No prerequisites.					
LEARNING OUTCOMES						
Category	No.	Code	Description			Ref. to programme benchmarks
knowledge	1	EP1	knows and understands the trends of change in the tourism market, including the development of entrepreneurship in tourism			K_W02 K_W09 K_W10
	2	EP2	knows the trends in tourism, both on the demand and the supply side of tourism, and understands the links between them and general economic, socio-cultural, demographic and political developments			K_W08 K_W09
skills	1	EP3	is able to critically evaluate his/her knowledge of contemporary trends in tourism developments			K_U01 K_U05 K_U08
	2	EP4	is able to professionally plan and organise activities related to the identification of contemporary trends in tourism, including on the demand and supply side of tourism, and to use specialist knowledge in this field			K_U01 K_U05 K_U08
social competences	1	EP5	is ready to think and act creatively and innovatively in identifying and exploiting trends in tourism at different levels of tourism management			K_K01 K_K03
	2	EP6	is prepared to exercise critical judgement on the basis of unreliable or incomplete information, observing ethics and respecting the law			K_K01 K_K07
CONTENT					Semester	No. of hours
						including e-learning
Subject title: Contemporary trends in tourism (współczesne trendy w turystyce)						
Format of instruction: conversation						

1. null			3	2	0
2. null			3	2	0
3. null			3	2	0
4. null			3	2	0
5. null			3	2	0
6. null			3	2	0
7. null			3	3	0
Modes of delivery	problem-based lecture and lecture with moderated discussion, multimedia presentation, text analysis with discussion, case study, problem solving, group work				
	The course teacher shall specify how artificial intelligence should be used as part of implementation of the course according to University of Szczecin best practices and standards. The course teacher shall inform students in their first class about the scope and possibilities of using AI and shall present a catalogue of tools and applications adjusted to relevant learning outcomes and teaching needs and possibilities within a given course.				
Assessment methods				No. of learning outcome from the syllabus	
	PRACA PISEMNA/ ESEJ/ RECENZJA			EP1,EP2,EP3,EP4,EP5,EP6	
	PREZENTACJA			EP1,EP2,EP3,EP4,EP5,EP6	
	ZAJĘCIA PRAKTYCZNE (WERYFIKACJA POPRZECZ OBSERWACJĘ)			EP1,EP2,EP3,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	The course concludes with a pass mark. The requirements for passing of the course include obtaining a positive mark for a written paper or multimedia presentation on a specified topic in accordance with the lecture contents of the course, as well as demonstrating activity during classes.				
	Grade calculation principles				
	A positive mark for a written paper or multimedia presentation on a set topic in accordance with the lecture content of the subject, as well as a positive mark for activity in class.				
Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	3	Contemporary trends in tourism (współczesne trendy w turystyce)		Nieobliczana	
	3	Contemporary trends in tourism (współczesne trendy w turystyce) [konwersatorium]	zaliczenie z oceną		
Basic reading	D. Sokołowski, P. Tomczykowska (red.), (2016): Creativity in tourism. New trends in tourism development, Wydawnictwo Naukowe UMK, Toruń				
	M. Brojak-Trzaskowska (2012): Determinants of innovative business development on the example of selected types of services, Wydawnictwo Naukowe Uniwersytetu Szczecińskiego, Szczecin				
Supplementary reading	M. Brojak-Trzaskowska (2018): Innovative business models in tourism operators, Wydawnictwo Naukowe Uniwersytetu Szczecińskiego, Szczecin				
	M. Brojak-Trzaskowska, M. Porada-Rochoń, M. Tomczyk (2019): Contemporary business dilemmas. Developmental, financial, organisational contexts, Wydawnictwo Naukowe Uniwersytetu Szczecińskiego, Szczecin				
STUDENT WORKLOAD					
		No. of hours			
		including e-learning			
Contact hours		15	0		
Participation in test / exam		0	0		
Preparation for contact hours		5	0		
Private reading and studying		17	0		
Participation in tutorials		25	0		

Preparation of project / essay / etc.	13	0
Preparation for test / exam	0	0
TOTAL workload	75	
ECTS credits	3	

SYLLABUS

ECONOMICS OF CITIES AND REGIONS

course id: EFZ54AIJ3434_107S

Nazwa przedmiotu / Course name: Economics of cities and regions				
Nazwa kierunku / Study area: SPATIAL ECONOMY				
Forma studiów / Form of studies: first-cycle engineering studies, full - time		Profil studiów / Study profile: general academic		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 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,EP4,EP5,EP6	
		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	
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				

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-cycle engineering studies, 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		4
2	Classical, behavioral, and institutional theories of location		4
3	Factors influencing business location in terms of time and space, with particular emphasis on climate change, environmental aspects, and the use of renewable energy		4
4	Business location and its risks		4
Forma zajęć: ćwiczenia / Type of classes: practicals			
1	Identification, significance, and variability of location factors		4
2	Use of the material index to select the location orientation		4
3	Determining the location orientation by solving location triangles		4
4	Making location decisions under various socio-economic conditions		4
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 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				
	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]	credit with a grade		
	3	Location of business entities [practicals]	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

PERCEPTION AND EVALUATION OF THE CULTURAL ENVIRONMENT

course id: EFZ54AIJ3434_149S

Nazwa przedmiotu / Course name: Perception and evaluation of the cultural environment			
Nazwa kierunku / Study area: SPATIAL ECONOMY			
Forma studiów / Form of studies: first-cycle engineering studies, 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
lecture	10h		
field classes	20h		
ECTS	3		
EFEKTY UCZENIA SIĘ / LEARNING OUTCOMES			
Kategoria / Category	L.p. / No.	Opis efektu / Outcome description	
KNOWLEDGE	EP1	Knows and understands the concept of perception of the cultural space and environment	
	EP2	Knows the methods of field research on the perception of cultural environment and space	
	EP3	Knows and is able to recognize the basic forms in the field zoning and interpret their economic, social and cultural importance	
SKILLS	EP4	Can interpret primary empirical data obtained in the field in the context of the current state theoretical and empirical knowledge in the field of spatial economy	
	EP5	Can retrieve the original data according to instructions empirical in the field of spatial management in area using modern technologies geoinformation	
	EP6	Can carry out field observations and make maps of spatial development in different scales	
SOCIAL COMPETENCES	EP7	Can prepare individual and team reports field research, including a cartographic part	
	EP8	Is able to work independently and in a team distribute tasks within the team to the most advantageous use the competences of individual people	
TREŚCI PROGRAMOWE / COURSE PROGRAM			
L.p. / No.	Treści / Content		semestr / semester
			liczba godzin / Hours
Forma zajęć: wykład / Type of classes: lecture			
1	Cultural environment concepts		2
2	Perception of space and cultural conditions		2
3	Methods of perception of space research		2
4	Criteria for evaluating the value of space and the environment		2
5	Methods of shaping the cultural environment		2
Forma zajęć: ćwiczenia / Type of classes: exercises			
1	Methodical training in the field		5
2	Conducting field observations and obtaining primary empirical data		8
3	Systematization and analysis of collected data and preparation of reports from field research		5
4	Presentation (individual or group) of research reports		2
Metody kształcenia / Teaching methods:		Lecture, field work, classical problem method, comparative analysis, 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	

	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,EP5,EP6,EP7,EP8
	PREZENTACJA / PRESENTATION				
	PROJEKT / PROJECT				
	SPRAWDZIAN / TEST				
	ZAJĘCIA PRAKTYCZNE (WERYFIKACJA POPRZEZ OBSERWACJE) PRACTICAL (verification by observation)				EP1,EP2,EP3,EP4,EP5,EP6,EP7,EP8
Forma i warunki zaliczenia / Form and conditions of completion	Grade on the basis of a final report containing factual and cartographic material, graphical and tabular, as well as conclusions resulting from the analysis of the collected information.				
	Zasady wyliczania oceny z przedmiotu / The calculation of a final grade				
	The final grade is the average of the field exercises and written test.				
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	Perception and evaluation of the cultural environment		weight	
	3	Perception and evaluation of the cultural environment [field exercises]	credit with a grade		0,5
	3	Perception and evaluation of the cultural environment [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			

SYLLABUS

SPATIAL ANALYSIS METHODS

course id: EFZ54AIJ3434_2S

Nazwa przedmiotu / Course name: Spatial analysis methods					
Nazwa kierunku / Study area: SPATIAL ECONOMY					
Forma studiów / Form of studies: first-cycle engineering studies, 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 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: laboratory					
1	The use of centrophagic 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
	3	Spatial analysis methods		Weight	
	3	Spatial analysis methods [lectures]	exam		0,5
	3	Spatial analysis methods [laboratory]	credit with a 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

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-cycle engineering studies, 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
Lectures	15h		
Practicals	15h		
ECTS	3		
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			
1	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), poviát and voivodship (region)		3 2
2	construction assumptions and scope of the information system on the state of the commune, poviát and region;		3 8
3	scope of questions for diagnosing the state of a commune for the purposes of developing a local economic development strategy,		3 2
4	questions controlling data and indicators collected for the needs of the report on the state of the commune and its development strategy		3 2
5	tasks of the commune depending on its size; scope of research: public statistics and spatial management of local government units		3 1
Forma zajęć: ćwiczenia / Type of classes: exercises			
1	Organizational classes. Discussing the structure of the report and the report on Local Government Units tasks of various scale		3 1
2	Selection of topics and development of individual concepts (including needs according to E. Allardt) as well as sources and techniques of obtaining working material		3 6

3	Preparation of a report / report on the status of Local Government Units tasks of various scale			3	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		Semester	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			

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: USEFZ-TiR-O-I-S-25/26Z						
Unit: Przedmiot do wyboru [moduł]						
Course title: Tourism and recreation infrustructure (zagospodarowanie turystyczne i rekreacyjne) (KIERUNKOWE)					Course code: EFZ181AIJ3434_22S	
Name of field of study: turystyka i rekreacja						
Mode and cycle of study: first-degree, full - time			Profile of study: general academic		Specialty:	
Course / module status elective				Language of instruction: semester: 3 - english language polish language		
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS
				including e-learning		
2	3	discussion classes	15	0	pg	3
		lecture	15	0	pg	
Total			30			3
Course / module coordinator	dr DANIEL SZOSTAK					
Course instructor	dr DANIEL SZOSTAK					
Course / module objectives	Students introduction aboutbasic issues concerning the role, function and importance of tourism and recreational infrastructure in the functioning and development of tourism movement. Developing the ability to detect, analyze and evaluate various forms of tourism and recreational infrastructure, taking into account the correlation between the type of tourism and recreational infrastructure and diverse environmental conditions and tourists' needs. Raising awareness of the role of tourism space planning tools for the safety and quality of tourists' leisure and for solving problems of regional and local development.					
Prerequisites	Knowledge of the content of the following subjects: Fundamentals of tourism, Fundamentals of recreation, Fundamentals of economics, Fundamentals of management, Economics of tourism and recreation, Tourism management, Sightseeing.					
LEARNING OUTCOMES						
Category	No.	Code	Description			Ref. to programme benchmarks
knowledge	1	EP1	They know the basic term and concepts related to the issues of tourism and recreational infrastructure			K_W01
	2	EP2	They understand selected issues concerning the assessment of the value of the geographical environment for the needs of tourism and recreational infrastructure			K_W07
	3	EP3	They know the basic economic, legal, organizational and technological conditions for tourism and recreational infrastructure			K_W12
	4	EP4	They know the rules of land development in relation to the needs of particular types and forms of tourism recreation			K_W09
	5	EP5	They know and understund the regional spoeificity of tourism and recreational infrastructure			K_W10

skills	1	EP6	They can evaluate the existing solutions in the field of tourism infrastructure of selekcted tourism centers and areas	K_U11	
	2	EP7	They designe selekcted elements of the tourism and recreational land development, taking into account the motives and needs of various groupos of stakeholders and environmental conditions	K_U06	
	3	EP8	They can acquire and analyze information necessary to develop tourist and recreational land infrastructure plans and projects	K_U07	
	4	EP9	They can select and apply appropriate methods and tools useful in designing tourist and recreational infrastructure	K_U08	
	5	EP10	They can detected the regional specificity of tourism and recreational infrastructure, taking into account the leading forms of tourism	K_U05	
social competences	1	EP11	They realize the importance of tourism and recreational infrastructure for the safety and quality of tourism' rest	K_K05	
	2	EP12	They are ready to think and act in an entrepreneurial way when designing elements of tourism and recreational infrastructure	K_K03	
	3	EP13	They are aware of the role of tourism and recreational infrastructure in solving problems of regiolanal and local development	K_K02	
CONTENT			Semester	No. of hours	
					including e-learning
Subject title: Tourism and recreation inffrastructure (zagospodarowanie turystyczne i rekreacyjne)					
Format of instruction: lecture					
1. null			3	4	0
2. null			3	5	0
3. null			3	3	0
4. null			3	3	0
Format of instruction: discussion classes					
1. null			3	3	0
2. null			3	3	0
3. null			3	3	0
4. null			3	3	0
5. null			3	3	0
Modes of delivery	Multimedia presentation, text analysis with discussion, case study, design work				
	The course teacher shall specify how artificial intelligence should be used as part of implementation of the course according to University of Szczecin best practices and standards. The course teacher shall inform students in their first class about the scope and possibilities of using AI and shall present a catalogue of tools and applications adjusted to relevant learning outcomes and teaching needs and possibilities within a given course.				

Assessment methods					No. of learning outcome from the syllabus
	KOŁOKWIUM				EP1,EP2,EP3,EP4,EP5
	PROJEKT				EP10,EP6,EP7,EP8,EP9
	ZAJĘCIA PRAKTYCZNE (WERYFIKACJA POPRZEZ OBSERWACJĘ)				EP11,EP12,EP13
	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	Lectures - assessment of the test connecting with the contents of lectures and recommended literatures Exercises - grade based on the completed designe tasks, taking into account the activity				
	Grade calculation principles				
	The grade from the subject is the average of the grades from the tutorial and lecture parts				
Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	3	Tourism and recreation infrustructure (zagospodarowanie turystyczne i rekreacyjne)		Arytmetyczna	
	3	Tourism and recreation infrustructure (zagospodarowanie turystyczne i rekreacyjne) [ćwiczenia]	zaliczenie z oceną		
	3	Tourism and recreation infrustructure (zagospodarowanie turystyczne i rekreacyjne) [wykład]	zaliczenie z oceną		
Basic reading	Kowalczyk A., Derek M. (2010): Zagospodarowanie turystyczne, PWN, Warszawa				
	Pawlikowska-Piechota A. (2009): Zagospodarowanie turystyczne i rekreacyjne, Novcae Res, Warszawa				
Supplementary reading	Panasiuk A. (2014): Rynek usług turystycznych. Studium strukturalne, Difin, Warszawa				
	Panasiuk A. (red.) (2008): Gospodarka turystyczna, PWN, Warszawa				
STUDENT WORKLOAD					
		No. of hours			
		including e-learning			
Contact hours		30	0		
Participation in test / exam		2	0		
Preparation for contact hours		7	0		
Private reading and studying		8	0		
Participation in tutorials		8	0		
Preparation of project / essay / etc.		15	0		
Preparation for test / exam		5	0		
TOTAL workload		75			
ECTS credits		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
2	Place of tourism and recreation in the economy		2	2
3	Market of tourist and recreational services		2	2
4	Tourist and recreational demand		2	2
5	Tourist and recreation supply		2	2
6	Prices for tourist and recreational services		2	2
7	State policy in the area of recreation tourism		2	2
8	International tourism		2	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		2	1
2	Selected forms of tourism (exercises in groups)		2	1
3	Functions performed by tourism and recreation. Tourism and recreation dysfunctions		2	2
4	Tourism economy; classification of tourist and recreational activities (exercises in groups). Tourism industry. The importance of the tourism sector		2	1
5	Tourist and recreational demand - basic dependencies		2	1
6	Tourist supply; characteristics of tourist supply; measures of tourist and recreational supply		2	1
7	Tourist and recreational product		2	1
8	Recreational services		2	1
9	Determinants and methods of pricing tourist and recreational services		2	1
10	Tourist and recreational policy		2	1
11	Quality of tourist and recreational services		2	1
12	Characteristics of international tourism (exercises in groups)		2	1

13	Participation of Poles in tourist trips	2	1		
14	Tourism Satellite Account	2	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				
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	Semest er	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		0.6
	2	Economics of tourism and recreation [practicals]	credit with a grade		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

E-TECHNOLOGIES IN TOURISM AND RECREATION

course id: EFZ181AIJ3434_12S

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			
1	Introduction to information and communication technologies in tourism and recreation		2
2	The tourism services market in Poland in the context of statistical data		2
3	Internet tools for managing tourist facilities		2
4	Business analysis in tourism using business intelligence tools		2
5	Examples of IT solutions supporting communication and information exchange between tourism market entities		4
6	Reservation systems as an example of IT solutions in tourism		8
7	Global distribution systems for tourism services based on examples		4
8	Implementation of a management project in tourism and recreation		6
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				
	SPRAWDZIAN / TEST				
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	Semest er	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		1.0
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

	Year	Semester	Type of classes	hours		Form of completion	ECTS	
					e-learn ing			
	2	3	practicals	15	0	ZO	4	
			lecture	15	0	E		
	Total			30			4	

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 sylabusa / The number of learning outcome from syllabus			
	EGZAMIN PISEMNY / WRITTEN EXAM	EP1, EP2, EP3, EP4, EP5, EP6, EP7			
	EGZAMIN USTNY / ORAL EXAM				
	KOLOKWIUM / 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	Semest er	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		0.5
	3	Functioning of tourist and recreational entities (lecture)	exam		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

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: practicals				
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 sylabusa / 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	Semester	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 (practicals)	credit with a grade		0.4
	3	Hotel business (lecture)	exam		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			

S Y L A B U S (KARTA PRZEDMIOTU)

Nazwa programu studiów: NIE WYPEŁNIAMY						
Nazwa przedmiotu: Tourist regions of Poland					Kod przedmiotu: EFZ181AIJ3434_3S	
Nazwa kierunku: TOURISM AND RECREATION						
Forma studiów: first degree (Bachelor), full – time		profil studiów: NIE WYPEŁNIAMY			Specjalność: NIE WYPEŁNIAMY	
Status przedmiotu: Język przedmiotu/ course language: język angielski/ English						
Year	Semester	Type of classes	hours		Form of completion	ECTS
				e-learn ing		
1	2	practicals	15	0	ZO	4
		lecture	15	0	E	
Total			30			4
Koordynator przedmiotu:	dr Tomasz Duda					
Prowadzący zajęcia:	dr Barbara Osóch					
Cele przedmiotu:	Familiarization with the issues of shaping and delimiting tourist regions in Poland and their product specificity, development of skills in designing and organizing various forms of recreational and tourist activities adequate to the potential of selected regions, shaping awareness of the importance of tourism in regional and local development.					
Wymagania wstępne:	Basic knowledge of socio-economic geography at secondary school level.					
EFEKTY UCZENIA SIĘ/ LEARNING OUTCOMES						
Kategoria	Lp	KOD	Opis efektu			Odniesienie do efektów dla programu
wiedza	1	EP1	knows and understands the principles of shaping and delimiting the specific characteristics of tourist regions in Poland			
	2	EP2	knows the main elements of the tourist and recreational potential of selected tourist regions in Poland			
	3	EP3	knows the branded products of individual tourist regions in Poland			
umiejętności	1	EP4	critically selects appropriate sources and uses the information they contain regarding the tourism potential of selected tourist regions in Poland			
	2	EP5	is able to plan and design various forms of recreational and tourist activities in relation to the existing tourism potential of a given tourist region Poland			
	3	EP6	is able to comprehensively assess the tourism potential of selected regions of Poland			
kompetencje społeczne	1	EP7	is ready to critically evaluate the presented content regarding the tourism potential of selected tourist regions of Poland			
	2	EP8	is aware of the role and importance of tourism potential in the socio-economic development of selected regions of Poland			

TREŚCI PROGRAMOWE/ COURSE PROGRAM			Semest er	Liczba godzin/hours	
				30	e- learning
Forma zajęć: wykład / Type of classes: lecture					
1. Historical overview of the development of tourism in Poland			2	1	0
2. Regional conditions for the development of various forms of tourism in Poland			2	2	0
3. Natural values of Polish regions			2	5	0
4. Anthropogenic values of Polish regions			2	5	0
5. Selected issues related to the development of tourism in Poland from a regional perspective (accommodation, catering and accompanying facilities, as well as transport infrastructure)			2	2	0
Forma zajęć: ćwiczenia / Type of classes: practicals					
1. Tourist potential of a selected coastal region			2	3	0
2. Tourist potential of a selected lake district region			2	3	0
3. Tourist potential of a selected lowland region			2	2	0
4. Tourist potential of a selected highland region			2	2	0
5. Tourist potential of a selected valley region			2	2	0
6. Tourist potential of a selected mountain region			2	3	0
Metody kształcenia		Academic lecture, case study, discussion, project method, multimedia presentation, statistical data analysis, creating and analyzing charts, comparative analysis			
		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		
		Written exam	EP1,EP2,EP3,EP4,EP6		
		Presentation	EP4,EP5,EP6,EP7,E P8		
		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		Lecture: written exam covering the content of the lectures and recommended reading list. Practical classes: practical work in the form of presentations completed during the semester.			
		The method of calculating final grade			
		The grade for the course is the weight average of the grades from lectures and practicals.			
Metoda obliczania oceny końcowej	Sem.	Przedmiot/ Course	Rodzaj zaliczenia/ Type of exam	Metoda obl. Oceny/ Method of grade calculation	Waga do średniej/ Average weight
		Tourist regions of Poland		weight	
	2	Tourist regions of Poland [practicals]	credit with a grade		0.4
	2	Tourist regions of Poland [lectures]	exam		0.6
NAKŁAD PRACY STUDENTA/ STUDENT WORKLOAD					
		Liczba godzin/ hours			
ŁĄCZNY nakład pracy studenta w godz./ Total workload in hours		100			
Liczba punktów ECTS/ Number of ECTS		4			