

## SYLLABUS

## ECONOMICS OF CITIES AND REGIONS

course id: EFZ54AIJ3434\_144S

<b>Nazwa przedmiotu / Course name: Economics of cities and regions</b>			
<b>Nazwa kierunku / Study area: SPATIAL ECONOMY</b>			
<b>Forma studiów / Form of studies: first degree (Bachelor), full - time</b>	<b>Profil studiów / Study profile: general academic</b>		<b>Specjalność / Specialization: -</b>
<b>Rok / Academic year: 2</b>	<b>Semestr / semester: 3 (winter)</b>	<b>Status przedmiotu / course status: facultative</b>	<b>Język przedmiotu / course language: English</b>
<b>EFEKTY UCZENIA SIĘ / LEARNING OUTCOMES</b>			
<b>Kategoria / Category</b>	<b>L.p. / No.</b>	<b>Opis efektu / Outcome description</b>	
<b>KNOWLEDGE</b>	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	
<b>SKILLS</b>	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	
<b>SOCIAL COMPETENCES</b>	EP7	The student is ready to work independently to propose creative ways of managing the city's development	
<b>TREŚCI PROGRAMOWE / COURSE PROGRAM</b>			
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
<b>Metody kształcenia / Teaching methods:</b>		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.				
<b>Metody weryfikacji efektów uczenia się / Methods of verification of learning outcomes</b>					<b>Nr efektu uczenia się z sylabusu / The number of learning outcome from syllabus</b>	
		EGZAMIN PISEMNY / WRITTEN EXAM				
		EGZAMIN USTNY / ORAL EXAM				
		KOŁOKWIUM / WRITTEN TEST			<b>EP1,EP2,EP3</b>	
		OPINIE W DZIENNIKU PRAKTYK / PRACA DYPLOMOWA / DIPLOMA THESIS				
		PRACA PISEMNA / ESEJ / RECENZJA / WRITTEN ESSAY/ REVIEW			<b>EP4,EP5,EP6,EP7</b>	
		PREZENTACJA / PRESENTATION				
		PROJEKT / PROJECT			<b>EP4,EP5,EP6</b>	
		SPRAWDZIAN / TEST				
		ZAJĘCIA PRAKTYCZNE (WERYFIKACJA POPRZEZ OBSERWACJE) PRACTICAL (verification by observation)			<b>EP7</b>	
<b>Forma i warunki zaliczenia / Form and conditions of completion</b>		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).				
		<b>Zasady wyliczania oceny z przedmiotu / The calculation of a final grade</b>				
		The final grade is the average of the exercises and written test.				
<b>Metoda obliczania oceny końcowej / The method of calculating final grade</b>		<b>Semes ter</b>	<b>Przedmiot / Course</b>	<b>Rodzaj zaliczenia / Type of exam</b>	<b>Metoda obliczania oceny / Method of grade calculation</b>	<b>Waga do średniej / Average weight</b>
		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
<b>NAKŁAD PRACY STUDENTA / STUDENT WORKLOAD</b>						
<b>Łączny nakład pracy studenta w godz. / Total workload in hours</b>		<b>75</b>				
<b>Liczba punktów ECTS / Number of ECTS</b>		<b>3</b>				

SYLLABUS

LOCATION OF BUSINESS ENTITIES

course id: EFZ54AIJ3434\_146S

<b>Nazwa przedmiotu / Course name: Location of business entities</b>			
<b>Nazwa kierunku / Study area: SPATIAL ECONOMY</b>			
<b>Forma studiów / Form of studies: first degree (Bachelor), full - time</b>	<b>Profil studiów / Study profile: general academic</b>		<b>Specjalność / Specialization: -</b>
<b>Rok / Academic year: 2</b>	<b>Semestr / semester: 4 (summer)</b>	<b>Status przedmiotu / course status: facultative</b>	<b>Język przedmiotu / course language: English</b>
<b>EFEKTY UCZENIA SIĘ / LEARNING OUTCOMES</b>			
<b>Kategoria / Category</b>	<b>L.p. / No.</b>	<b>Opis efektu / Outcome description</b>	
<b>KNOWLEDGE</b>	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	
<b>SKILLS</b>	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	
<b>SOCIAL COMPETENCES</b>	EP6	The student maintains criticism in expressing opinions, referring to statements made by other students	
<b>TREŚCI PROGRAMOWE / COURSE PROGRAM</b>			
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		
<b>Metody kształcenia / Teaching methods:</b>		Informative lecture, discussion, analysis of texts with discussion, development of the project (paper), multimedia presentation, work in groups, analysis of critical events and cases			
<b>Metody weryfikacji efektów uczenia się / Methods of verification of learning outcomes</b>		<b>Nr efektu uczenia się z sylabusu / The number of learning outcome from syllabus</b>			
	EGZAMIN PISEMNY / WRITTEN EXAM	<b>EP1,EP2,EP3,EP4</b>			
	EGZAMIN USTNY / ORAL EXAM				
	KOŁOKWIUM / WRITTEN TEST				
	OPINIE W DZIENNIKU PRAKTYK /				
	PRACA DYPLOMOWA / DIPLOMA THESIS				
	PRACA PISEMNA / ESEJ / RECENZJA / WRITTEN ESSAY/ REVIEW	<b>EP1,EP2,EP3,EP4</b>			
	PREZENTACJA / PRESENTATION				
	PROJEKT / PROJECT	<b>EP1,EP2,EP3,EP4</b>			
	SPRAWDZIAN / TEST				
	ZAJĘCIA PRAKTYCZNE (WERYFIKACJA POPRZEZ OBSERWACJE) PRACTICAL (verification by observation)	<b>EP5, EP6</b>			
<b>Forma i warunki zaliczenia / Form and conditions of completion</b>	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).				
	<b>Zasady wyliczania oceny z przedmiotu / The calculation of a final grade</b> The grade in the subject includes the result of the exam and passing the exercises				
<b>Metoda obliczania oceny końcowej / The method of calculating final grade</b>	<b>Semes ter</b>	<b>Przedmiot / Course</b>	<b>Rodzaj zaliczenia / Type of exam</b>	<b>Metoda obliczania oceny / Method of grade calculation</b>	<b>Waga do średniej / Average weight</b>
	3	Location of business entities		Arithmetic	
	3	Location of business entities [lectures]	exam		
	3	Location of business entities [exercises]	credit with a grade		
<b>NAKŁAD PRACY STUDENTA / STUDENT WORKLOAD</b>					
<b>Łączny nakład pracy studenta w godz. / Total workload in hours</b>		<b>75</b>			
<b>Liczba punktów ECTS / Number of ECTS</b>		<b>3</b>			

SYLLABUS

PERCEPTION AND EVALUATION OF THE CULTURAL ENVIRONMENT

course id: EFZ54AIJ3434\_149S

<b>Nazwa przedmiotu / Course name: Perception and evaluation of the cultural environment</b>			
<b>Nazwa kierunku / Study area: SPATIAL ECONOMY</b>			
<b>Forma studiów / Form of studies: first degree (Bachelor), full - time</b>	<b>Profil studiów / Study profile: general academic</b>		<b>Specjalność / Specialization: -</b>
<b>Rok / Academic year: 2</b>	<b>Semestr / semester: 4 (summer)</b>	<b>Status przedmiotu / course status: facultative</b>	<b>Język przedmiotu / course language: English</b>
<b>EFEKTY UCZENIA SIĘ / LEARNING OUTCOMES</b>			
<b>Kategoria / Category</b>	<b>L.p. / No.</b>	<b>Opis efektu / Outcome description</b>	
<b>KNOWLEDGE</b>	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	
<b>SKILLS</b>	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	
<b>SOCIAL COMPETENCES</b>	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	
<b>TREŚCI PROGRAMOWE / COURSE PROGRAM</b>			
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
<b>Metody kształcenia / Teaching methods:</b>	Lecture, field work, classical problem method, comparative analysis, case studies		

<b>Metody weryfikacji efektów uczenia się / Methods of verification of learning outcomes</b>			<b>Nr efektu uczenia się z sylabusu / The number of learning outcome from syllabus</b>		
	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		<b>EP1,EP2,EP3,EP4,EP5,EP6, EP7,EP8</b>		
	PREZENTACJA / PRESENTATION				
	PROJEKT / PROJECT				
	SPRAWDZIAN / TEST				
	ZAJĘCIA PRAKTYCZNE (WERYFIKACJA POPRZEZ OBSERWACJE) PRACTICAL (verification by observation)		<b>EP1,EP2,EP3,EP4,EP5,EP6, EP7,EP8</b>		
<b>Forma i warunki zaliczenia / Form and conditions of completion</b>	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.				
	<b>Zasady wyliczania oceny z przedmiotu / The calculation of a final grade</b>				
	The final grade is the average of the field exercises and written test.				
<b>Metoda obliczania oceny końcowej / The method of calculating final grade</b>	<b>Semester</b>	<b>Przedmiot / Course</b>	<b>Rodzaj zaliczenia / Type of exam</b>	<b>Metoda obliczania oceny / Method of grade calculation</b>	<b>Waga do średniej / Average weight</b>
	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
<b>NAKŁAD PRACY STUDENTA / STUDENT WORKLOAD</b>					
<b>Łączny nakład pracy studenta w godz. / Total workload in hours</b>		<b>75</b>			
<b>Liczba punktów ECTS / Number of ECTS</b>		<b>3</b>			

## SYLLABUS

## SPATIAL ANALYSIS METHODS

course id: EFZ54AIJ3434\_2S

<b>Nazwa przedmiotu / Course name: Spatial analysis methods</b>			
<b>Nazwa kierunku / Study area: SPATIAL ECONOMY</b>			
<b>Forma studiów / Form of studies: first degree (Bachelor), full - time</b>	<b>Profil studiów / Study profile: general academic</b>		<b>Specjalność / Specialization: -</b>
<b>Rok / Academic year: 2</b>	<b>Semestr / semester: 3 (winter)</b>	<b>Status przedmiotu / course status: facultative</b>	<b>Język przedmiotu / course language: English</b>
<b>EFEKTY UCZENIA SIĘ / LEARNING OUTCOMES</b>			
<b>Kategoria / Category</b>	<b>L.p. / No.</b>	<b>Opis efektu / Outcome description</b>	
<b>KNOWLEDGE</b>	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	
<b>SKILLS</b>	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	
<b>SOCIAL COMPETENCES</b>	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	
<b>TREŚCI PROGRAMOWE / COURSE PROGRAM</b>			
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 centographic 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		
<b>Metody kształcenia / Teaching methods:</b>		Academic lecture, performing practical tasks using specialist computer software			
<b>Metody weryfikacji efektów uczenia się / Methods of verification of learning outcomes</b>			<b>Nr efektu uczenia się z sylabusu / The number of learning outcome from syllabus</b>		
	EGZAMIN PISEMNY / WRITTEN EXAM		<b>EP1,EP2,EP3,EP8</b>		
	EGZAMIN USTNY / ORAL EXAM				
	KOŁOKWIUM / WRITTEN TEST				
	OPINIE W DZIENNIKU PRAKTYK /				
	PRACA DYPLOMOWA / DIPLOMA THESIS				
	PRACA PISEMNA / ESEJ / RECENZJA / WRITTEN ESSAY/ REVIEW		<b>EP1,EP2,EP4,EP5,EP6,EP7</b>		
	PREZENTACJA / PRESENTATION				
	PROJEKT / PROJECT				
	SPRAWDZIAN / TEST				
	ZAJĘCIA PRAKTYCZNE (WERYFIKACJA POPRZEZ OBSERWACJE) PRACTICAL (verification by observation)		<b>EP7, EP8</b>		
<b>Forma i warunki zaliczenia / Form and conditions of completion</b>	Written exam. Taking the exam is conditioned by obtaining credit for classes				
	<b>Zasady wyliczenia oceny z przedmiotu / The calculation of a final grade</b>				
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).					
<b>Metoda obliczania oceny końcowej / The method of calculating final grade</b>	<b>Semes ter</b>	<b>Przedmiot / Course</b>	<b>Rodzaj zaliczenia / Type of exam</b>	<b>Metoda obliczania oceny / Method of grade calculation</b>	<b>Waga do średniej / Average weight</b>
	3	Spatial analysis methods		Weight	
	3	Spatial analysis methods [lectures]	exam		0,4
	3	Spatial analysis methods [laboratory]	credit with a grade		0,6
<b>NAKŁAD PRACY STUDENTA / STUDENT WORKLOAD</b>					
<b>Łączny nakład pracy studenta w godz. / Total workload in hours</b>		<b>100</b>			
<b>Liczba punktów ECTS / Number of ECTS</b>		<b>4</b>			



SYLLABUS

TERRITORIAL SELF-GOVERNMENT

course id: EFZ54AIJ3434\_139S

<b>Nazwa przedmiotu / Course name: Territorial self-government</b>			
<b>Nazwa kierunku / Study area: SPATIAL ECONOMY</b>			
<b>Forma studiów / Form of studies:</b> first degree (Bachelor), full - time	<b>Profil studiów / Study profile:</b> general academic		<b>Specjalność / Specialization:</b> -
<b>Rok / Academic year:</b> 1	<b>Semestr / semester:</b> 3 (winter)	<b>Status przedmiotu / course status:</b> facultative	<b>Język przedmiotu / course language:</b> English
<b>EFEKTY UCZENIA SIĘ / LEARNING OUTCOMES</b>			
<b>Kategoria / Category</b>	<b>L.p. / No.</b>	<b>Opis efektu / Outcome description</b>	
<b>KNOWLEDGE</b>	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	
<b>SKILLS</b>	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	
<b>SOCIAL COMPETENCES</b>	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	
<b>TREŚCI PROGRAMOWE / COURSE PROGRAM</b>			
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		
<b>Metody kształcenia / Teaching methods:</b>	academic and interactive lecture using multimedia, internet and 635 techniques, exercises - work in groups according to the 'company' method, SMART, SWOT				
<b>Metody weryfikacji efektów uczenia się / Methods of verification of learning outcomes</b>			<b>Nr efektu uczenia się z sylabusu / The number of learning outcome from syllabus</b>		
	EGZAMIN PISEMNY / WRITTEN EXAM				
	EGZAMIN USTNY / ORAL EXAM				
	KOLOKWIUM / WRITTEN TEST		<b>EP1,EP2,EP3,EP4,EP5,EP8, EP9</b>		
	OPINIE W DZIENNIKU PRAKTYK / PRACA DYPLOMOWA / DIPLOMA THESIS				
	PRACA PISEMNA / ESEJ / RECENZJA / WRITTEN ESSAY/ REVIEW				
	PREZENTACJA / PRESENTATION				
	PROJEKT / PROJECT		<b>EP1,EP2,EP3,EP4,EP5,EP6, EP7</b>		
	SPRAWDZIAN / TEST				
	ZAJĘCIA PRAKTYCZNE (WERYFIKACJA POPRZEZ OBSERWACJE) PRACTICAL (verification by observation)		<b>EP7,EP8,EP9</b>		
<b>Forma i warunki zaliczenia / Form and conditions of completion</b>	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.				
	<b>Zasady wyliczania oceny z przedmiotu / The calculation of a final grade</b>				
	The final grade includes the result of the test and the grade for the report				
<b>Metoda obliczania oceny końcowej / The method of calculating final grade</b>	<b>Semes ter</b>	<b>Przedmiot / Course</b>	<b>Rodzaj zaliczenia / Type of exam</b>	<b>Metoda obliczania oceny / Method of grade calculation</b>	<b>Waga do średniej / Average weight</b>
	2	Territorial self-government		Arithmetic	
	2	Territorial self-government [lectures]	credit with a grade		
	2	Territorial self-government [exercises]	credit with a grade		
<b>NAKŁAD PRACY STUDENTA / STUDENT WORKLOAD</b>					
<b>Łączny nakład pracy studenta w godz. / Total workload in hours</b>	<b>75</b>				
<b>Liczba punktów ECTS / Number of ECTS</b>	<b>3</b>				

# SYLLABUS

## CONTEMPORARY TRENDS IN TOURISM AND RECREATION

course id: EFZ181AIIJ2994\_1S

<b>Nazwa przedmiotu / Course name: Contemporary trends in tourism and recreation</b>			
<b>Nazwa kierunku / Study area: TOURISM AND RECREATION</b>			
<b>Forma studiów / Form of studies: second degree (Master), full - time</b>		<b>Profil studiów / Study profile: general academic</b>	
<b>Specjalność / Specialization: -</b>			
<b>Rok / Academic year: 2</b>	<b>Semestr / semester: 4 (summer)</b>	<b>Status przedmiotu / course status: facultative</b>	<b>Język przedmiotu / course language: English</b>
<b>EFEKTY UCZENIA SIĘ / LEARNING OUTCOMES</b>			
<b>Kategoria / Category</b>	<b>L.p. / No.</b>	<b>Opis efektu / Outcome description</b>	
<b>KNOWLEDGE</b>	EP1	The student knows the latest trends on the market of tourist and recreational services	
<b>SKILLS</b>	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	
<b>SOCIAL COMPETENCES</b>	EP7	The student is willing to show respect to tourists in the context of their choices related to contemporary trends in tourism and recreation	
<b>TREŚCI PROGRAMOWE / COURSE PROGRAM</b>			
<b>L.p. / No.</b>	<b>Treści / Content</b>		<b>semestr / semester</b>
			<b>liczba godzin / Hours</b>
<b>Forma zajęć: wykład / Type of classes: lecture</b>			
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
<b>Forma zajęć: konwersatorium / Type of classes: discussion classes</b>			
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
<b>Metody kształcenia / Teaching methods:</b>	Interactive lecture, brainstorming, discussion, team work, presentation		
<b>Metody weryfikacji efektów uczenia się / Methods of verification of learning outcomes</b>	EGZAMIN PISEMNY / WRITTEN EXAM		<b>Nr efektu uczenia się z sylabusu / The number of learning outcome from syllabus</b>

	EGZAMIN USTNY / ORAL EXAM				
	KOŁOKWIUM / WRITTEN TEST				<b>EP 1</b>
	OPINIE W DZIENNIKU PRAKTYK /				
	PRACA DYPLOMOWA / DIPLOMA THESIS				
	PRACA PISEMNA / ESEJ / RECENZJA / WRITTEN ESSAY/ REVIEW				
	PREZENTACJA / PRESENTATION				<b>EP1, EP2, EP3</b>
	PROJEKT / PROJECT				
	SPRAWDZIAN / TEST				
	ZAJĘCIA PRAKTYCZNE (WERYFIKACJA POPRZEZ OBSERWACJE) PRACTICAL (verification by observation)				<b>EP2, EP3, EP4</b>
<b>Forma i warunki zaliczenia / Form and conditions of completion</b>	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				
	<b>Zasady wyliczania oceny z przedmiotu / The calculation of a final grade</b>				
	The rating of the course is the arithmetic average of the assessment of lectures and assessment discussion classes				
<b>Metoda obliczania oceny końcowej / The method of calculating final grade</b>	<b>Semester</b>	<b>Przedmiot / Course</b>	<b>Rodzaj zaliczenia / Type of exam</b>	<b>Metoda obliczania oceny / Method of grade calculation</b>	<b>Waga do średniej / Average weight</b>
	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		
<b>NAKŁAD PRACY STUDENTA / STUDENT WORKLOAD</b>					
<b>Łączny nakład pracy studenta w godz. / Total workload in hours</b>	<b>50</b>				
<b>Liczba punktów ECTS / Number of ECTS</b>	<b>2</b>				

SYLLABUS

ECONOMICS OF TOURISM AND RECREATION

course id: US181AIJ3350\_23S

<b>Nazwa przedmiotu / Course name: Economics of tourism and recreation</b>			
<b>Nazwa kierunku / Study area: TOURISM AND RECREATION</b>			
<b>Forma studiów / Form of studies: first degree (Bachelor), full – time</b>	<b>Profil studiów / Study profile: general academic</b>		<b>Specjalność / Specialization: -</b>
<b>Rok / Academic year: 1</b>	<b>Semestr / semester: 2 (summer)</b>	<b>Status przedmiotu / course status: facultative</b>	<b>Język przedmiotu / course language: English</b>
<b>EFEKTY UCZENIA SIĘ / LEARNING OUTCOMES</b>			
<b>Kategoria / Category</b>	<b>L.p. / No.</b>	<b>Opis efektu / Outcome description</b>	
<b>KNOWLEDGE</b>	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	
<b>SKILLS</b>	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	
<b>SOCIAL COMPETENCES</b>	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	
<b>TREŚCI PROGRAMOWE / COURSE PROGRAM</b>			
L.p. / No.	Treści / Content		semestr / semester
			liczba godzin / Hours
<b>Forma zajęć: wykład / Type of classes: lecture</b>			
1	Economics of tourism and recreation in the system of economic sciences		
2	Place of tourism and recreation in the economy		
3	Market of tourist and recreational services		
4	Tourist and recreational demand		
5	Tourist and recreation supply		
6	Prices for tourist and recreational services		
7	State policy in the area of recreation tourism		
8	International tourism		
<b>Forma zajęć: ćwiczenia / Type of classes: exercises</b>			
1	Basic concepts and definitions in the field of tourism and recreation; links between tourism and recreation		
2	Selected forms of tourism (exercises in groups)		
3	Functions performed by tourism and recreation. Tourism and recreation dysfunctions		
4	Tourism economy; classification of tourist and recreational activities (exercises in groups). Tourism industry. The importance of the tourism sector		

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

## SYLLABUS

## E-TECHNOLOGIES IN TOURISM AND RECREATION

course id: US181AIJ3337\_37S

<b>Nazwa przedmiotu / Course name: E-technologies in tourism and recreation</b>			
<b>Nazwa kierunku / Study area: TOURISM AND RECREATION</b>			
<b>Forma studiów / Form of studies: first degree (Bachelor), full - time</b>	<b>Profil studiów / Study profile: general academic</b>		<b>Specjalność / Specialization: -</b>
<b>Rok / Academic year: 2</b>	<b>Semestr / semester: 4 (summer)</b>	<b>Status przedmiotu / course status: facultative</b>	<b>Język przedmiotu / course language: English</b>
<b>EFEKTY UCZENIA SIĘ / LEARNING OUTCOMES</b>			
<b>Kategoria / Category</b>	<b>L.p. / No.</b>	<b>Opis efektu / Outcome description</b>	
<b>KNOWLEDGE</b>	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	
<b>SKILLS</b>	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	
<b>SOCIAL COMPETENCES</b>	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	
<b>TREŚCI PROGRAMOWE / COURSE PROGRAM</b>			
<b>L.p. / No.</b>	<b>Treści / Content</b>		<b>semestr / semester</b> <b>liczba godzin / Hours</b>
<b>Forma zajęć: ćwiczenia / Type of classes: laboratory</b>			
	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)				
<b>Metody kształcenia / Teaching methods:</b>	Work at the computer using desktop software and cloud services, multimedia presentation, problem tasks, group work, discussion, e-learning				
<b>Metody weryfikacji efektów uczenia się / Methods of verification of learning outcomes</b>				<b>Nr efektu uczenia się z sylabusu / The number of learning outcome from syllabus</b>	
	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			<b>EP1, EP2, , EP3, EP4, EP5, EP7, EP7, EP8</b>	
	SPRAWDZIAN / TEST				
	ZAJĘCIA PRAKTYCZNE (WERYFIKACJA POPRZEZ OBSERWACJE) PRACTICAL (verification by observation)				
<b>Forma i warunki zaliczenia / Form and conditions of completion</b>	Implementation of the project in accordance with substantive and technical assumptions				
	<b>Zasady wyliczania oceny z przedmiotu / The calculation of a final grade</b> The final grade is a weighted average				
<b>Metoda obliczania oceny końcowej / The method of calculating final grade</b>	<b>Semes ter</b>	<b>Przedmiot / Course</b>	<b>Rodzaj zaliczenia / Type of exam</b>	<b>Metoda obliczania oceny / Method of grade calculation</b>	<b>Waga do średniej / Average weight</b>
	4	E-technologies in tourism and recreation		Weight	
	4	E-technologies in tourism and recreation [laboratory]	credit with a grade		1
<b>NAKŁAD PRACY STUDENTA / STUDENT WORKLOAD</b>					
<b>Łączny nakład pracy studenta w godz. / Total workload in hours</b>		<b>100</b>			
<b>Liczba punktów ECTS / Number of ECTS</b>		<b>4</b>			



SYLLABUS

FINANCING THE TOURISM DEVELOPMENT

course id: US181AIIJ3313\_52S

<b>Nazwa przedmiotu / Course name: Financing the tourism development</b>			
<b>Nazwa kierunku / Study area: TOURISM AND RECREATION</b>			
<b>Forma studiów / Form of studies:</b> second degree (Master), full - time		<b>Profil studiów / Study profile:</b> general academic	
<b>Specjalność / Specialization:</b> -			
<b>Rok / Academic year:</b> 2	<b>Semestr / semester:</b> 3 (winter)	<b>Status przedmiotu / course status:</b> facultative	<b>Język przedmiotu / course language:</b> English
<b>EFEKTY UCZENIA SIĘ / LEARNING OUTCOMES</b>			
<b>Kategoria / Category</b>	<b>L.p. / No.</b>	<b>Opis efektu / Outcome description</b>	
<b>KNOWLEDGE</b>	EP1	The student defines and characterizes the basic concepts related to the financing of tourism development	
	EP2	Student lists sources and types of financing	
<b>SKILLS</b>	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	
<b>SOCIAL COMPETENCES</b>	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	
<b>TREŚCI PROGRAMOWE / COURSE PROGRAM</b>			
<b>L.p. / No.</b>	<b>Treści / Content</b>		<b>semestr / semester</b>  <b>liczba godzin / Hours</b>
<b>Forma zajęć: wykład / Type of classes: lecture</b>			
	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		
<b>Forma zajęć: ćwiczenia / Type of classes: exercises</b>			
	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		
<b>Metody kształcenia / Teaching methods:</b>	multimedia presentations, case study, open discussion, work in groups		
<b>Metody weryfikacji</b>			<b>Nr efektu uczenia się z</b>

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.			
<b>Zasady wyliczania oceny z przedmiotu / The calculation of a final grade</b>					
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		
<b>NAKŁAD PRACY STUDENTA / STUDENT WORKLOAD</b>					
Łączny nakład pracy studenta w godz. / Total workload in hours		100			
Liczba punktów ECTS / Number of ECTS		4			

SYLLABUS

FUNCTIONING OF TOURIST AND RECREATIONAL ENTITIES

course id: US181AIJ3350\_33S

<b>Nazwa przedmiotu / Course name: Functioning of tourist and recreational entities</b>			
<b>Nazwa kierunku / Study area: TOURISM AND RECREATION</b>			
<b>Forma studiów / Form of studies: first degree (Bachelor), full - time</b>	<b>Profil studiów / Study profile: general academic</b>		<b>Specjalność / Specialization: -</b>
<b>Rok / Academic year: 2</b>	<b>Semestr / semester: 3 (winter)</b>	<b>Status przedmiotu / course status: facultative</b>	<b>Język przedmiotu / course language: English</b>
<b>EFEKTY UCZENIA SIĘ / LEARNING OUTCOMES</b>			
<b>Kategoria / Category</b>	<b>L.p. / No.</b>	<b>Opis efektu / Outcome description</b>	
<b>KNOWLEDGE</b>	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.	
<b>SKILLS</b>	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	
<b>SOCIAL COMPETENCES</b>	EP6	The student demonstrates an attitude of readiness to solve human resource management problems in tourism enterprises	
	EP7	The student appreciates lifelong learning	
<b>TREŚCI PROGRAMOWE / COURSE PROGRAM</b>			
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		
<b>Metody kształcenia / Teaching methods:</b>	Multimedia presentation, analysis of texts with discussion, group work				
<b>Metody weryfikacji efektów uczenia się / Methods of verification of learning outcomes</b>			<b>Nr efektu uczenia się z sylabusu / The number of learning outcome from syllabus</b>		
	EGZAMIN PISEMNY / WRITTEN EXAM		<b>EP1, EP2, EP3, EP4, EP5, EP6, EP7</b>		
	EGZAMIN USTNY / ORAL EXAM				
	KOŁOKWIUM / WRITTEN TEST		<b>EP1, EP2, EP4, EP7</b>		
	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)				
<b>Forma i warunki zaliczenia / Form and conditions of completion</b>	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.				
	<b>Zasady wyliczania oceny z przedmiotu / The calculation of a final grade</b>				
	The final grade is the weighted average of the grades obtained.				
<b>Metoda obliczania oceny końcowej / The method of calculating final grade</b>	<b>Semes ter</b>	<b>Przedmiot / Course</b>	<b>Rodzaj zaliczenia / Type of exam</b>	<b>Metoda obliczania oceny / Method of grade calculation</b>	<b>Waga do średniej / Average weight</b>
	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
<b>NAKLAD PRACY STUDENTA / STUDENT WORKLOAD</b>					
<b>Łączny nakład pracy studenta w godz. / Total workload in hours</b>		<b>100</b>			
<b>Liczba punktów ECTS / Number of ECTS</b>		<b>4</b>			

## SYLLABUS

## HOTEL BUSINESS

course id: US181AIJ3350\_34S

<b>Nazwa przedmiotu / Course name: Hotel business</b>			
<b>Nazwa kierunku / Study area: TOURISM AND RECREATION</b>			
<b>Forma studiów / Form of studies: first degree (Bachelor), full - time</b>		<b>Profil studiów / Study profile: general academic</b>	
<b>Specjalność / Specialization: -</b>			
<b>Rok / Academic year: 2</b>	<b>Semestr / semester: 3 (winter)</b>	<b>Status przedmiotu / course status: facultative</b>	<b>Język przedmiotu / course language: English</b>
<b>EFEKTY UCZENIA SIĘ / LEARNING OUTCOMES</b>			
<b>Kategoria / Category</b>	<b>L.p. / No.</b>	<b>Opis efektu / Outcome description</b>	
<b>KNOWLEDGE</b>	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	
<b>SKILLS</b>	EP4	The student is prepared to independently solve problems in the hotel industry	
	EP5	The student knows how to use the industry language.	
<b>SOCIAL COMPETENCES</b>	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	
<b>TREŚCI PROGRAMOWE / COURSE PROGRAM</b>			
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
<b>Metody kształcenia / Teaching methods:</b>	project preparation, written text, multimedia presentations, group work		

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

# SYLLABUS

## INTERPRETING OF CULTURAL HERITAGE FOR TOURISM

course id: EFZ181AIJ3434\_1S

<b>Nazwa przedmiotu / Course name: Interpreting of cultural heritage for tourism</b>							
<b>Nazwa kierunku / Study area: TOURISM AND RECREATION</b>							
<b>Forma studiów / Form of studies: first degree (Bachelor), full - time</b>		<b>Profil studiów / Study profile: general academic</b>					
<b>Specjalność / Specialization: -</b>							
<b>Rok / Academic year: 3</b>	<b>Semestr / semester: 5 (winter)</b>	<b>Status przedmiotu / course status: facultative</b>	<b>Język przedmiotu / course language: English</b>				
<b>EFEKTY UCZENIA SIĘ / LEARNING OUTCOMES</b>							
<b>Kategoria / Category</b>	<b>L.p. / No.</b>	<b>Opis efektu / Outcome description</b>					
<b>KNOWLEDGE</b>	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					
<b>SKILLS</b>	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					
<b>SOCIAL COMPETENCES</b>	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					
<b>TREŚCI PROGRAMOWE / COURSE PROGRAM</b>							
L.p. / No.	Treści / Content		liczba godzin / Hours				
Forma zajęć: wykład / Type of classes: lecture							
1	Theoretical basis of heritage interpretation in tourism. Terminology and methodology		2				
2	How to interpret heritage? Problems and challenges of contemporary heritage tourism		4				
3	Does the modern cultural tourist need an interpretation of heritage sites?		3				
4	New technologies in heritage interpretation - mobile applications, virtual and augmented reality, e-tourism, e-heritage tool, etc.		3				
5	Narrative and storytelling in heritage interpretation		3				
Forma zajęć: konwersatorium / Type of classes: discussion classes							
1	Forms of heritage interpretation in relation to the function of an object, trail or site		3				
2	Challenges and problems in heritage interpretation		6				
3	Modern methods of heritage interpretation and their application in tourism		6				
<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 25%;"><b>Metody kształcenia / Teaching methods:</b></td> <td colspan="3">Interactive lecture, brainstorming, discussion, team work, presentation</td> </tr> </table>				<b>Metody kształcenia / Teaching methods:</b>	Interactive lecture, brainstorming, discussion, team work, presentation		
<b>Metody kształcenia / Teaching methods:</b>	Interactive lecture, brainstorming, discussion, team work, presentation						
<b>Metody weryfikacji efektów uczenia się / Methods of verification of learning outcomes</b>		<b>Nr efektu uczenia się z sylabusu / The number of learning outcome from syllabus</b>					
		EGZAMIN PISEMNY / WRITTEN EXAM					
		EGZAMIN USTNY / ORAL EXAM					
		KOŁOKWIUM / WRITTEN TEST					
		<b>EP 1</b>					

	PRACA DYPLOMOWA / DIPLOMA THESIS				
	PRACA PISEMNA / ESEJ / RECENZJA / WRITTEN ESSAY/ REVIEW				
	PREZENTACJA / PRESENTATION			<b>EP1, EP2, EP3</b>	
	PROJEKT / PROJECT				
	SPRAWDZIAN / TEST				
	ZAJĘCIA PRAKTYCZNE (WERYFIKACJA POPRZEZ OBSERWACJE) PRACTICAL (verification by observation)			<b>EP2, EP3, EP4</b>	
<b>Forma i warunki zaliczenia / Form and conditions of completion</b>	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				
	<b>Zasady wyliczania oceny z przedmiotu / The calculation of a final grade</b>				
	The rating of the course is the arithmetic average of the assessment of lectures and assessment discussion classes				
<b>Metoda obliczania oceny końcowej / The method of calculating final grade</b>	<b>Semester</b>	<b>Przedmiot / Course</b>	<b>Rodzaj zaliczenia / Type of exam</b>	<b>Metoda obliczania oceny / Method of grade calculation</b>	<b>Waga do średniej / Average weight</b>
	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		
<b>NAKŁAD PRACY STUDENTA / STUDENT WORKLOAD</b>					
<b>Łączny nakład pracy studenta w godz. / Total workload in hours</b>	<b>75</b>				
<b>Liczba punktów ECTS / Number of ECTS</b>	<b>3</b>				



SYLLABUS

MARKETING OF TOURISM AND RECREATION SERVICES

course id: US181AIIJ3343\_48S

<b>Nazwa przedmiotu / Course name: Marketing of tourism and recreation services</b>			
<b>Nazwa kierunku / Study area: TOURISM AND RECREATION</b>			
<b>Forma studiów / Form of studies:</b> second degree (Master), full - time	<b>Profil studiów / Study profile:</b> general academic		<b>Specjalność / Specialization:</b> -
<b>Rok / Academic year:</b> 1	<b>Semestr / semester:</b> 2 (summer)	<b>Status przedmiotu / course status:</b> facultative	<b>Język przedmiotu / course language:</b> English
<b>EFEKTY UCZENIA SIĘ / LEARNING OUTCOMES</b>			
<b>Kategoria / Category</b>	<b>L.p. / No.</b>	<b>Opis efektu / Outcome description</b>	
<b>KNOWLEDGE</b>	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	
<b>SKILLS</b>	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	
<b>SOCIAL COMPETENCES</b>	EP5	The student is ready for marketing thinking and actions when taking specific actions and solving problems related to roses	
<b>TREŚCI PROGRAMOWE / COURSE PROGRAM</b>			
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		
<b>Metody kształcenia / Teaching methods:</b>		Lecture and exercises conducted in the multimedia form, including case study analysis and discussion. Work in groups when preparing projects.			
<b>Metody weryfikacji efektów uczenia się / Methods of verification of learning outcomes</b>		<b>Nr efektu uczenia się z sylabusu / The number of learning outcome from syllabus</b>			
	EGZAMIN PISEMNY / WRITTEN EXAM	<b>EP1, EP2, EP3, EP4, EP5</b>			
	EGZAMIN USTNY / ORAL EXAM				
	KOŁOKWIUM / WRITTEN TEST	<b>EP1, EP2, EP3, EP4</b>			
	OPINIE W DZIENNIKU PRAKTYK / PRACA DYPLOMOWA / DIPLOMA THESIS				
	PRACA PISEMNA / ESEJ / RECENZJA / WRITTEN ESSAY/ REVIEW				
	PREZENTACJA / PRESENTATION				
	PROJEKT / PROJECT	<b>EP3, EP4, EP5</b>			
	SPRAWDZIAN / TEST				
	ZAJĘCIA PRAKTYCZNE (WERYFIKACJA POPRZEZ OBSERWACJE) PRACTICAL (verification by observation)				
	<b>Forma i warunki zaliczenia / Form and conditions of completion</b>	The condition of obtaining credit for the course is to complete the exercises (2 tests per semester and project) and pass the written exam			
	<b>Zasady wyliczania oceny z przedmiotu / The calculation of a final grade</b>				
	The final grade is the exam grade				
<b>Metoda obliczania oceny końcowej / The method of calculating final grade</b>	<b>Semes ter</b>	<b>Przedmiot / Course</b>	<b>Rodzaj zaliczenia / Type of exam</b>	<b>Metoda obliczania oceny / Method of grade calculation</b>	<b>Waga do średniej / Average weight</b>
		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
<b>NAKŁAD PRACY STUDENTA / STUDENT WORKLOAD</b>					
<b>Łączny nakład pracy studenta w godz. / Total workload in hours</b>		<b>150</b>			
<b>Liczba punktów ECTS / Number of ECTS</b>		<b>6</b>			

SYLLABUS

QUALITY AND INNOVATION IN TOURISM AND SERVICES

course id: US181AIIJ3343\_58S

<b>Nazwa przedmiotu / Course name: Quality and innovation in tourism and services</b>			
<b>Nazwa kierunku / Study area: TOURISM AND RECREATION</b>			
<b>Forma studiów / Form of studies: second degree (Master), full - time</b>	<b>Profil studiów / Study profile: general academic</b>		<b>Specjalność / Specialization: -</b>
<b>Rok / Academic year: 2</b>	<b>Semestr / semester: 3 (winter)</b>	<b>Status przedmiotu / course status: facultative</b>	<b>Język przedmiotu / course language: English</b>
<b>EFEKTY UCZENIA SIĘ / LEARNING OUTCOMES</b>			
<b>Kategoria / Category</b>	<b>L.p. / No.</b>	<b>Opis efektu / Outcome description</b>	
<b>KNOWLEDGE</b>	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	
<b>SKILLS</b>	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	
<b>SOCIAL COMPETENCES</b>	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	
<b>TREŚCI PROGRAMOWE / COURSE PROGRAM</b>			
<b>L.p. / No.</b>	<b>Treści / Content</b>		<b>semestr / semester</b> <b>liczba godzin / Hours</b>
<b>Forma zajęć: wykład / Type of classes: lecture</b>			
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
<b>Forma zajęć: konwersatorium / Type of classes: discussion classes</b>			
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		
<b>Metody kształcenia / Teaching methods:</b>		Case study, work in groups, multimedia presentation			
<b>Metody weryfikacji efektów uczenia się / Methods of verification of learning outcomes</b>		<b>Nr efektu uczenia się z sylabusu / The number of learning outcome from syllabus</b>			
	EGZAMIN PISEMNY / WRITTEN EXAM				
	EGZAMIN USTNY / ORAL EXAM				
	KOLOKWIUM / WRITTEN TEST	<b>EP1, EP2, EP6</b>			
	OPINIE W DZIENNIKU PRAKTYK / PRACA DYPLOMOWA / DIPLOMA THESIS				
	PRACA PISEMNA / ESEJ / RECENZJA / WRITTEN ESSAY/ REVIEW	<b>EP3, EP4, EP5, EP6, EP7</b>			
	PREZENTACJA / PRESENTATION				
	PROJEKT / PROJECT				
	SPRAWDZIAN / TEST				
	ZAJĘCIA PRAKTYCZNE (WERYFIKACJA POPRZEZ OBSERWACJE) PRACTICAL (verification by observation)				
<b>Forma i warunki zaliczenia / Form and conditions of completion</b>	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				
	<b>Zasady wyliczania oceny z przedmiotu / The calculation of a final grade</b> The final grade is the arithmetic average of the grades obtained.				
<b>Metoda obliczania oceny końcowej / The method of calculating final grade</b>	<b>Semes ter</b>	<b>Przedmiot / Course</b>	<b>Rodzaj zaliczenia / Type of exam</b>	<b>Metoda obliczania oceny / Method of grade calculation</b>	<b>Waga do średniej / Average weight</b>
		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		
<b>NAKŁAD PRACY STUDENTA / STUDENT WORKLOAD</b>					
<b>Łączny nakład pracy studenta w godz. / Total workload in hours</b>		<b>100</b>			
<b>Liczba punktów ECTS / Number of ECTS</b>		<b>4</b>			

# SYLLABUS

## TOURISM AND RECREATION INFRASTRUCTURE

course id: EFZ181AIJ3434\_22S

<b>Nazwa przedmiotu / Course name: Tourism and recreation infrastructure</b>			
<b>Nazwa kierunku / Study area: TOURISM AND RECREATION</b>			
<b>Forma studiów / Form of studies: first degree (Bachelor), full - time</b>		<b>Profil studiów / Study profile: general academic</b>	
<b>Specjalność / Specialization: -</b>			
<b>Rok / Academic year: 2</b>	<b>Semestr / semester: 3 (winter)</b>	<b>Status przedmiotu / course status: facultative</b>	<b>Język przedmiotu / course language: English</b>
<b>EFEKTY UCZENIA SIĘ / LEARNING OUTCOMES</b>			
<b>Kategoria / Category</b>	<b>L.p. / No.</b>	<b>Opis efektu / Outcome description</b>	
<b>KNOWLEDGE</b>	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	
<b>SKILLS</b>	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	
<b>SOCIAL COMPETENCES</b>	EP4	The students are ready to think and act in an entrepreneurial way when designing elements of tourism and recreational infrastructure	
<b>TREŚCI PROGRAMOWE / COURSE PROGRAM</b>			
<b>L.p. / No.</b>	<b>Treści / Content</b>		<b>semestr / semester</b>
			<b>liczba godzin / Hours</b>
<b>Forma zajęć: wykład / Type of classes: lecture</b>			
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
<b>Forma zajęć: konwersatorium / Type of classes: discussion classes</b>			
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
<b>Metody kształcenia / Teaching methods:</b>	Interactive lecture, brainstorming, discussion, team work, design work project		
<b>Metody weryfikacji efektów uczenia się / Methods of verification of learning outcomes</b>			<b>Nr efektu uczenia się z sylabusu / The number of learning outcome from syllabus</b>
	EGZAMIN PISEMNY / WRITTEN EXAM		
	EGZAMIN USTNY / ORAL EXAM		
	KOŁOKWIUM / WRITTEN TEST		<b>EP 1</b>
	OPINIE W DZIENNIKU PRAKTYK /		
	PRACA DYPLOMOWA / DIPLOMA THESIS		
	PRACA PISEMNA / ESEJ / RECENZJA / WRITTEN ESSAY/ REVIEW		
PREZENTACJA / PRESENTATION			

	PROJEKT / PROJECT		<b>EP1, EP2, EP3</b>		
	SPRAWDZIAN / TEST				
	ZAJĘCIA PRAKTYCZNE (WERYFIKACJA POPRZEZ OBSERWACJE) PRACTICAL (verification by observation)		<b>EP2, EP3, EP4</b>		
<b>Forma i warunki zaliczenia / Form and conditions of completion</b>	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				
	<b>Zasady wyliczania oceny z przedmiotu / The calculation of a final grade</b>				
	The rating of the course is the arithmetic average of the assessment of lectures and assessment discussion classes				
<b>Metoda obliczania oceny końcowej / The method of calculating final grade</b>	<b>Semester</b>	<b>Przedmiot / Course</b>	<b>Rodzaj zaliczenia / Type of exam</b>	<b>Metoda obliczania oceny / Method of grade calculation</b>	<b>Waga do średniej / Average weight</b>
	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		
<b>NAKŁAD PRACY STUDENTA / STUDENT WORKLOAD</b>					
<b>Łączny nakład pracy studenta w godz. / Total workload in hours</b>	<b>75</b>				
<b>Liczba punktów ECTS / Number of ECTS</b>	<b>3</b>				

SYLLABUS

TOURISM PROJECT MANAGEMENT

course id: US181AIIJ3336\_56S

<b>Nazwa przedmiotu / Course name: Tourism project management</b>			
<b>Nazwa kierunku / Study area: TOURISM AND RECREATION</b>			
<b>Forma studiów / Form of studies:</b> second degree (Master), full - time	<b>Profil studiów / Study profile:</b> general academic		<b>Specjalność / Specialization:</b> -
<b>Rok / Academic year:</b> 2	<b>Semestr / semester:</b> 4 (summer)	<b>Status przedmiotu / course status:</b> facultative	<b>Język przedmiotu / course language:</b> English
<b>EFEKTY UCZENIA SIĘ / LEARNING OUTCOMES</b>			
<b>Kategoria / Category</b>	<b>L.p. / No.</b>	<b>Opis efektu / Outcome description</b>	
<b>KNOWLEDGE</b>	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	
<b>SKILLS</b>	EP3	The student can evaluate the tourist project	
	EP4	Student is able to plan a tourist project	
<b>SOCIAL COMPETENCES</b>	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	
<b>TREŚCI PROGRAMOWE / COURSE PROGRAM</b>			
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
<b>Metody kształcenia / Teaching methods:</b>	multimedia presentation, case study		
<b>Metody weryfikacji efektów uczenia się / Methods of</b>			<b>Nr efektu uczenia się z sylabusa / The number of learning outcome from syllabus</b>

<b>verification of learning outcomes</b>	EGZAMIN PISEMNY / WRITTEN EXAM				
	EGZAMIN USTNY / ORAL EXAM				
	KOLOKWIUM / WRITTEN TEST				<b>EP1, EP2, EP3, EP4, EP5, EP6, EP7</b>
	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)				
<b>Forma i warunki zaliczenia / Form and conditions of completion</b>	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.				
	<b>Zasady wyliczania oceny z przedmiotu / The calculation of a final grade</b>				
	The final grade in the subject is the arithmetic average of the grades obtained				
<b>Metoda obliczania oceny końcowej / The method of calculating final grade</b>	<b>Semes ter</b>	<b>Przedmiot / Course</b>	<b>Rodzaj zaliczenia / Type of exam</b>	<b>Metoda obliczania oceny / Method of grade calculation</b>	<b>Waga do średniej / Average weight</b>
		Tourism project management		Arithmetic	
		Tourism project management [lecture]	credit with a grade		
		Tourism project management [exercises]	credit with a grade		
<b>NAKŁAD PRACY STUDENTA / STUDENT WORKLOAD</b>					
<b>Łączny nakład pracy studenta w godz. / Total workload in hours</b>		<b>75</b>			
<b>Liczba punktów ECTS / Number of ECTS</b>		<b>3</b>			



# SYLLABUS

## URBAN AND CULTURAL TOURISM

course id: US181AIIJ3038\_24S

<b>Nazwa przedmiotu / Course name: Urban and cultural tourism</b>			
<b>Nazwa kierunku / Study area: TOURISM AND RECREATION</b>			
<b>Forma studiów / Form of studies: second degree (Master), full - time</b>		<b>Profil studiów / Study profile: general academic</b>	
<b>Specjalność / Specialization: -</b>			
<b>Rok / Academic year: 2</b>	<b>Semestr / semester: 4 (summer)</b>	<b>Status przedmiotu / course status: facultative</b>	<b>Język przedmiotu / course language: English</b>
<b>EFEKTY UCZENIA SIĘ / LEARNING OUTCOMES</b>			
<b>Kategoria / Category</b>	<b>L.p. / No.</b>	<b>Opis efektu / Outcome description</b>	
<b>KNOWLEDGE</b>	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	
<b>SKILLS</b>	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	
<b>SOCIAL COMPETENCES</b>	EP4	The student raises awareness of the importance of urban and cultural tourism for the development of regional and local communities	
<b>TREŚCI PROGRAMOWE / COURSE PROGRAM</b>			
<b>L.p. / No.</b>	<b>Treści / Content</b>		<b>semestr / semester</b>
			<b>liczba godzin / Hours</b>
<b>Forma zajęć: wykład / Type of classes: lecture</b>			
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
<b>Forma zajęć: konwersatorium / Type of classes: discussion classes</b>			
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
<b>Metody kształcenia / Teaching methods:</b>			
Interactive lecture, brainstorming, discussion, team work, project (essay)			
<b>Metody weryfikacji efektów uczenia się / Methods of verification of learning outcomes</b>		<b>Nr efektu uczenia się z sylabusu / The number of learning outcome from syllabus</b>	
EGZAMIN PISEMNY / WRITTEN EXAM			
EGZAMIN USTNY / ORAL EXAM			
KOŁOKWIUM / WRITTEN TEST		<b>EP 1</b>	
OPINIE W DZIENNIKU PRAKTYK /			
PRACA DYPLOMOWA / DIPLOMA THESIS			
PRACA PISEMNA / ESEJ / RECENZJA / WRITTEN ESSAY/ REVIEW		<b>EP1, EP2, EP3</b>	
PREZENTACJA / PRESENTATION			
PROJEKT / PROJECT			
SPRAWDZIAN / TEST			

	ZAJĘCIA PRAKTYCZNE (WERYFIKACJA POPRZEZ OBSERWACJE) PRACTICAL (verification by observation)		<b>EP2, EP3, EP4</b>		
<b>Forma i warunki zaliczenia / Form and conditions of completion</b>	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				
	<b>Zasady wyliczania oceny z przedmiotu / The calculation of a final grade</b>				
	The rating of the course is the arithmetic average of the assessment of lectures and assessment discussion classes				
<b>Metoda obliczania oceny końcowej / The method of calculating final grade</b>	<b>Semester</b>	<b>Przedmiot / Course</b>	<b>Rodzaj zaliczenia / Type of exam</b>	<b>Metoda obliczania oceny / Method of grade calculation</b>	<b>Waga do średniej / Average weight</b>
	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		
<b>NAKŁAD PRACY STUDENTA / STUDENT WORKLOAD</b>					
<b>Łączny nakład pracy studenta w godz. / Total workload in hours</b>	<b>50</b>				
<b>Liczba punktów ECTS / Number of ECTS</b>	<b>2</b>				