

## Learning outcomes

<b>Faculty offering the field of study:</b>		<b>Faculty of Earth Sciences</b> (leading faculty) <b>Faculty of Economic Sciences and Management</b>
<b>Field of study:</b>		<b>Tourism Management</b>
<b>Level of study:</b>		<b>First cycle programme</b>
<b>Level of the Polish Qualification Framework:</b>		<b>Level 6</b>
<b>Degree profile:</b>		<b>General academic</b>
<b>Degree awarded to the graduate:</b>		<b>Bachelor</b>
<b>The field of study within the area (areas) of study (with explanation)</b>		<b>Natural Sciences (P – 51%) as a dominant area of study and Social Sciences (S – 49%).</b>
<b>Fields of science and academic disciplines or fields of art and artistic disciplines, to which learning outcomes for a given field of study refer:</b>		<b>Area/areas: Natural Sciences, Social Sciences.</b> <b>Field/fields: Earth Sciences, Economic Sciences.</b> <b>Discipline/disciplines: Geography, Management Sciences, Economy.</b>
<b>(1) Symbol</b>	<b>(2) Upon completion the graduate achieves the learning outcomes specified below:</b>	
<b>KNOWLEDGE</b>		
K_W01	The graduate has knowledge of the theoretical principles of tourism. He/she knows and understands conceptual categories, terminology related to tourism, and understands its connections with other disciplines of science.	
K_W02	The graduate has knowledge in the scope of natural sciences. He/she knows and understands natural, ecological, physical-geographical and socio-economic phenomena and processes responsible for the character of tourism space, and the possibilities of its use in tourist activity.	
K_W03	The graduate knows potential threats in natural environment that can affect the development of tourism, he/she has basic knowledge in the field of the conservation of natural resources.	
K_W04	The graduate has basic knowledge about cultural heritage, history, architecture and culture, and he/she understands the role of anthropogenic resources in the development of tourism.	
K_W05	The graduate knows the rules applicable to the organisation and operation of various forms of leisure, including the principles of occupational health and safety, and ergonomics.	
K_W06	The graduate has knowledge in the field of information technologies necessary for efficient organisation of tourism, analysing and monitoring phenomena in the field of tourism economy, and he/she knows the methods, techniques and means of obtaining data used in the management processes in institutions.	
K_W07	The graduate knows how to use resources combining knowledge in the field of management (rules of rational decision making) and tourism (evaluation of resources in terms of tourist use).	
K_W08	The graduate knows the character and historical evolution of management sciences and their place in the system of social sciences.	
K_W09	The graduate has knowledge in the field of economy and finance, and understands their connections to organisation management.	
K_W10	The graduate knows what are the general principles of creating and developing forms of individual entrepreneurship using knowledge in the field of management sciences.	
K_W11	The graduate has knowledge about legal, organisational and ethical norms and regulations (including the field of corporate social responsibility) applicable to tourist activity, and he knows institutions, their types and elements, as well as economic and social processes occurring in them and in their environments.	
K_W12	The graduate knows internal and external relations of institutions with entities in their environment, he/she understands the character of such relations, their goals, regularities and rules.	
K_W13	The graduate understands the importance of human factor in organisations (on every level) and knows its importance in tourism sector.	
K_W14	The graduate has knowledge of the processes of management and implementation of changes in institutions, which is applicable to tourism sector.	
K_W15	The graduate understands terms and principles in the field of protection of industrial property and copyright.	

<b>SKILLS</b>	
K_U01	The graduate is able to use theoretical knowledge, sources of information and obtained data to analyse concrete natural, social and economic processes and phenomena related to tourism industry.
K_U02	The graduate can diagnose and interpret complex environmental, economic, social, political, legal and technical problems that appear in the practice of the functioning of a tourism institution.
K_U03	The graduate analyses and forecasts natural, economic and social processes and phenomena in tourism with the use of appropriate methods and tools.
K_U04	The graduate can communicatively formulate and convey his/her opinions with the use of specialist terminology in the field of tourism management.
K_U05	The graduate designs and systematically performs tasks leading to the solution of problems in the field of tourism and management.
K_U06	The graduate has language skills, including the vocabulary related to tourism management in English in accordance with the requirements specified for the B2 level of the Common European Framework of Reference for Languages.
K_U07	The graduate prepares written projects in the field of tourism management in English and is able to present them during public speeches.
K_U08	The graduate can, through a scientific discussion, design undertakings adequate to diagnosed causes and problems, and leading to their efficient solution.
K_U09	The graduate can organize work by participation in team projects, performing various functions in them.
K_U10	The graduate can independently plan and implement lifelong learning process.
K_U11	The graduate is aware of the need for self-development based on continuous deepening of knowledge and creative reflection on own educational and professional experiences.
<b>SOCIAL COMPETENCES</b>	
K_K01	The graduate identifies and resolves substantive and ethical dilemmas associated with the work in tourism industry, including respecting the principles of professional ethics. He/she also requires this from others.
K_K02	The graduate is aware of the importance of social, ethical and professional responsibility resulting from non-compliance with the law, in particular in the field of intellectual property and consumer protection in the tourism services market.
K_K03	The graduate defines priorities leading to the implementation of professional tasks, presenting empathy and respect towards different cultures and different social environments.
K_K04	The graduate creatively participates in projects related to fulfilling social obligations, has a sense of social responsibility for the natural and cultural environment (appreciates the importance of sustainable tourism) and follows the principle of corporate social responsibility.
K_K05	When making decisions, the graduate follows the principle of rationality, he/she thinks and acts in an entrepreneurial manner, appreciating the importance of knowledge and reliable information. He/she verifies the sources of data by critically analysing them.

*The draft of learning outcomes was accepted by the Board of Faculty of Earth Sciences on 19th of January 2018, and by the Board of Faculty of Economic Sciences and Management on 17th of January 2018.*

*This draft of learning outcomes is effective from the first semester of the 2018/2019 academic year.*

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*(signature of the Dean of the Faculty  
of Earth Sciences)*

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*(signature of the Dean of the Faculty  
of Economic Sciences an Management)*