

**TOURISM MANAGEMENT
STUDY PROGRAMME**

Faculty offering the field of study:	Faculty of Earth Sciences Faculty of Economic Sciences and Management
Field of study:	Natural sciences, Social sciences
Level of study:	first cycle
Levels of the Polish Qualifications Framework:	Level 6
Degree profile:	general academic
The field of study within the area (areas) of study:	Areas: Natural Sciences, Social Sciences. Fields: Earth Sciences, Economic Sciences
Mode of study:	full-time programme
Number of semesters:	6
Number of ECTS required for the award of qualifications corresponding to the level:	180
Total number of teaching hours:	1695
Degree awarded to the graduate:	Bachelor
Specialisation:	Outdoor and Nature-Based Tourism Business manager

The relationship between the curriculum and NCU mission and strategy:	Process of students' education on Bachelor's degree of Tourism Management is adjusted to the requirements of Bologna Declaration and it responds to current and future needs of the society that are shaped by the globalization process. The program of study is based on the latest scientific achievements, allowing students to be educated at the highest level and prepare for specialized studies on master's studies. Curriculum are directly linked to the mission and strategy of the Nicolaus Copernicus University, which is based on the internationalization of the learning process and the enhancement of the offer of studies conducted in foreign languages. This allows to strengthen the University's position not only among universities in Poland but also on the international scale.			
Admission requirements (competences expected from the candidate) – in particular in the case of second cycle studies:	final secondary school examination (matura)			
Programme modules along with expected learning outcomes*				
Programme modules	Courses	Expected learning outcomes	Forms and methods of education ensuring the achievement of learning outcomes	Methods of verification and assessment of expected learning outcomes achieved by the student
Module General courses	Information technologies	<p>Student W1: has knowledge in the area of information technologies crucial for organisation of tourism, analysis and monitoring tourism economy – K_W06 W2: knows methods, techniques and means of acquiring data used in the proces of management – K_W06 Student U1: can use sources of information and computer techniques for analysing concrete natural, social and economic processes related to tourism – K_U01 U2: is able to take part in team work, taking different functions – K_U09 Student K1: uses information and communication technologies to collect information, critically evaluate it and use for rational decision making – K_K05</p>	<p>Expository teaching methods: - description. Exploratory teaching methods: - excersise, - practice, - project, - case study.</p>	<p>Test, activity Assessment methods: - practical test - group project</p>

	Intellectual Property Protection	<p>W1: Student has basic knowledge of intellectual property and is acquainted with methods of its protection, especially under industrial property and copyright laws – K_W15</p> <p>U1: Student is aware of the need for updating his knowledge in the field of intellectual property regulations – K_K11</p> <p>K1: Student 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 – K_K02</p>	Expository teaching methods: - informative (conventional) lecture	Assessment methods: - written test
	Business English	<p>Student: W1: has general knowledge of key English terms related to business and tourism (K_W01).</p> <p>Student: U1: is capable of communicating in English using various means and techniques in business English (K_U06).</p> <p>U3: has intermediate skills in reading and listening with understanding, translating, analyzing and interpreting various texts, and find there the information needed to function in everyday, academic and business environment (K_U06).</p> <p>U4: can write business texts in English (K_U07).</p> <p>U5: gives oral presentations relevant to business practices (K_U07).</p> <p>Student: K1: understands the significance of possessing the ability to speak English fluently in the implementation of professional tasks (K_K03).</p> <p>K2: presents respect towards different cultures and different language groups (K_K03).</p>	Cognitive-communicative method with the usage of various forms of students work.	<p>Assessment methods: The students are evaluated in accordance with the university regulations: they must attend all course meetings and arrive on time, each class absence has to be excused in the first week after the lesson missed.</p> <p>Student receives a final grade at the end of each semester must obtain at least 60% to pass.</p> <p>The final grade consists of several components: - continuous assessment (homework, class participation), - mid-semester evaluation tests, - quizzes, - dissertations, - oral presentations.</p> <p>The course ends with a final exam which examines student's knowledge and abilities to understand listening and reading, as well as, collocations and grammar structures.</p>
	Physical Education	W1: Student has knowledge of physical culture and knows the role and importance of human physical activity on health and physical and mental well-being (K_W01, K_W05).	Depending on the selected sport discipline.	Depending on the selected sport discipline.

	University lectures	U1: Student acquires the skill of taking care of their own body through various forms of activity (K_U11).	depends on the chosen course	depends on the chosen course
	Occupational Safety, Health and Ergonomics	K1: Student works in a team and takes responsibility for the safety of team members (K_K02).	Self-study with the use of online sources provided.	Written test with multiple-choice questions, taken at the OHS Training Department. Some questions are designed to assess the level of acquired knowledge and some involve case studies to assess other learning outcomes. The scope of material to be tested is notified in advance (although subject to modifications). The test is considered to be passed with a score exceeding 60% of total points available.
Module Principles of management and economics	Principles of Management	<p>Student is acquainted with:</p> <p>W1: individual schools and trends in management science – K_W08, K_W13 W2: a decision making process – K_W07 W3: a management process – K_W14 W4: individual management functions – K_W14 W5: a character of relationship between organisation and its environment – K_W12 W6: an ethical context of management – K_W11</p> <p>U1: Student is able to use theoretical knowledge, sources of information and obtained data to analyse concrete processes and phenomena in the field of management – K_U01 K1: When making decisions, the student follows the principle of rationality, he thinks and acts in an entrepreneurial manner, appreciating the importance of knowledge and reliable information – K_K05</p>	Expository teaching methods: - informative lecture	Assessment methods: test
	Organization Theory	<p>Student knows:</p> <p>W1: organizations and organization design – K_W09 W2: strategy, organization design and effectiveness – K_W09</p>	Conventional lecture and problems lecture. Exercises: classical problematic method, case study.	- written exam – test - project

		<p>W3: fundamentals of organization structure – K_W09</p> <p>W4: the external environment – K_W12</p> <p>W5: inter-organizational relationships – K_W12</p> <p>W6: designing organizations for the international environment – K_W12</p> <p>W7: manufacturing and service technologies – K_W09</p> <p>W8: technology for control, social business and big data – K_W09</p> <p>W9: organization size, live cycle and decline – K_W09</p> <p>W10: organizational culture and ethical values – K_W09</p> <p>W11: innovation and change – K_W09</p> <p>W12: decision-making processes – K_W09</p> <p>W13: conflict, power and politics – K_W09</p> <p>Student:</p> <p>U1: describes organizations and organization design - K_U01</p> <p>U2: knows fundamentals of organization structure - K_U02</p> <p>Student can:</p> <p>K1: work in a group assessing organizations - K_K05</p>		
	Microeconomics	<p>W1- students understands principals of theory of consumption in the context of economic laws - K_W09</p> <p>W2- students knows production theory form the perspective of managerial and decision making process - K_W10</p> <p>U1- student is able to apply microeconomic theories of main objective of enterprise in the decision making process - K_U05</p> <p>K1 - students is guided by the principals of corporate social responsibility and is able to make economic decision based on the available information and economic analysis - K_K01</p>	<p>- informative lecture</p> <p>- exercises</p>	Assessment methods: written examination
	Principles of Macroeconomics	<p>Student</p> <p>W1: has the basic knowledge of tourism and</p>	<p>informative and participatory lectures,</p>	Assessment methods: - written examination

		<p>connections between tourism and the economy (K_W01).</p> <p>W2: knows and understands the potential dangers stemming from the natural environment on tourism and the economy (K_W03).</p> <p>W3: is familiar with the external and internal processes between the institutions (including the tourism entities) and their environment (K_W12).</p> <p>Student</p> <p>U1: is able to diagnose and interpret the tourism, economic and social problems in the tourism industry (K_U01).</p> <p>U2: is capable of solving the basic tourism-related and macroeconomic problems and dilemmas that the company/organization/institution may face (K_U02).</p> <p>U3: can analyse, explain and forecast basic tourism-related and economic processes (K_U05).</p> <p>Student</p> <p>K1: is sensitive to social responsibility of the company /organization/ institution and understands its impact on the society, economy nad tourism sector (K_K04).</p> <p>K2: can think and act in an entrepreneurial way from the perspective of the company/institution (K_K05).</p> <p>informative and participatory lectures, discussion sessions, multimedia presentations, practical.</p>	<p>discussion sessions, multimedia presentations, practical.</p>	<p>- written test from practical classes</p> <p>- activity</p>
	Organizational Behaviour	<p>W1: student indicates and explains antecedents of individuals' behaviors in an organization (K_W13)</p> <p>W2: student indicates and explains social phenomena and processes accompanying a team work (K_W13)</p> <p>W3: student indicates and explains elements of organizational culture of an institution (K_W13)</p>	<p>Informative lectures, case study, decisive games</p>	<p>Assessment methods:</p> <ul style="list-style-type: none"> - written exam - case analyses - activity in a class observed by the teacher <p>Exam: 5 theoretical questions.</p>

		<p>U1: student is able to describe reasons of social phenomena in an organization (K-U01)</p> <p>U2: student is able to describe consequences of social phenomena in an organization (K_U01)</p> <p>U3: student is able to communicate clearly his/her thoughts, opinions and ideas (K_U04)</p> <p>U4: student is able to take part in teamwork performing different roles in the team (K_U09)</p> <p>K1: student can creatively participate in teamwork aimed at solving particular problems related to social processes and phenomena in an organization (K_K04)</p>		<p>Exercises:</p> <ol style="list-style-type: none"> 1. Final written test (70%) based on case analyses. Criteria: <ul style="list-style-type: none"> • identification of a problem, • identification of the problem's reasons, • proposal of the problem solving. 2. Presentation in a class (20%) 3. Activity in a class (10%)
	Human Resource Management	<p>Students</p> <p>W 1: know and describe most important recruitment and candidate selection techniques K_W01, K_W07</p> <p>W 2: characterize motivation tools and indicate their distinctive features K_W01, K_W07</p> <p>W 3: enumerate and describe employee performance appraisal criteria and methods K_W01, K_W07</p> <p>W 4: know the principles of employee development, in particular: training and career management K_W01, K_W07</p> <p>W 5: explain differences in national cultures and their importance in managing multinational teams K_W01, K_W07</p> <p>Student:</p> <p>U1: prepares recruitment process K_U5</p> <p>U2: carry out an interview and use other selection techniques K_U5</p> <p>U3: assess the usefulness of recruitment tests</p>	<ul style="list-style-type: none"> - - informative lecture - - discussions - - presentations - - case studies analysis 	<p>Assessment methods:</p> <ul style="list-style-type: none"> - a group project and presentation of the project outcome in the classroom - written test and examination - observation

		<p>K_U5</p> <p>U4: design a selection procedure that suits best the employer needs K_U5</p> <p>U5: prepare employee performance appraisal process and an appraisal form K_U5</p> <p>U6: select most appropriate motivation tools in a particular context K_U5</p> <p>U7: design employee training and development program K_U5</p> <p>Student:</p> <p>K1: co-operate for preparing group projects K_K01, K_K05</p>		
	Marketing	<p>Student</p> <p>W1: knows the list of the main elements of the enterprise's environment and its strategic potential (K_W12)</p> <p>W2: is familiar with SWOT analysis factors (K_W12)</p> <p>W3: can characterize the basic elements of marketing - mix (K_W14)</p> <p>Student</p> <p>U1: is able to analyze the organizational environment and its strategic potential using SWOT analysis (K_U01)</p> <p>U2: is capable of planning the marketing activities and tools included in marketing mix (K_U08)</p> <p>K1: Student communicates thoughts, opinions and information about market activity in a communicative manner based on the rules of marketing concept (K_K03)</p>	<p>Expository teaching methods:</p> <ul style="list-style-type: none"> - informative lecture, - presentations, - case studies, - discussion, - SWOT 	<p>Assessment methods:</p> <ul style="list-style-type: none"> - written examination - oral examination - activity
Module Principles of tourism	Introduction to tourism, leisure and hospitality	<p>Student</p> <p>W1: defines and correctly uses basic concepts in tourism, leisure and hospitality studies – K_W01.</p>	<p>Expository teaching methods:</p> <ul style="list-style-type: none"> - informative lecture - participatory lecture 	<p>Assessment methods:</p> <ul style="list-style-type: none"> - exam - assignments during tutorials

		<p>W2: describes the elements of tourism system: tourist attractions, various kinds of tourist and hospitality services, public entities – K_W01.</p> <p>W3: enumerates impacts of tourism on destination in economic, social and environmental spheres – K_W02.</p> <p>W4: knows basic principles of organisation of tourism trips K_W05.</p> <p>Student</p> <p>U1: describes leisure behaviour of a selected group of people referring to basic concepts of the theory of leisure demand (K_U01, K_U04).</p> <p>U2: designs a plan of a trip including the description of attractions and individual services (K_U01, K_U07).</p> <p>U3: works as a part of a team to analyse tourism resources, services and impacts of tourism on selected destination (K_U03, K_U07, K_U09).</p> <p>Student</p> <p>K1: is aware of the ethical and legal responsibilities of tour organizers for tourists during a trip (K_K02).</p> <p>K2: is aware of positive and negative impacts of tourism development in destinations (K_K04).</p>	<p>Exploratory teaching methods:</p> <ul style="list-style-type: none"> - case study - project work 	
	Natural resources and conservation in tourism	<p>Student</p> <p>W1: has a basic knowledge in the field of natural sciences – K_W02.</p> <p>W2: understands and has a knowledge about natural, ecological, physico-geographical and socio-economical phenomena and processes responsible for the nature of the tourist space and possibilities of its use in tourist activities – K_W02.</p>	<p>Expository teaching methods:</p> <ul style="list-style-type: none"> - informative lecture - participatory lecture <p>Exploratory teaching methods:</p> <ul style="list-style-type: none"> - case study - project work 	<p>Assessment methods:</p> <p>Lecture</p> <ul style="list-style-type: none"> - test - types of questions: (1) multiple choice, 2) true/false, 3) matching, 4) short answer 5) gap filling - presence (min. 85%)

		<p>W3: has a knowledge about potential hazards in the natural environment and geodynamics with special emphasis on the large and small scale processes involved, that may affect the development of tourism – K_W03.</p> <p>W4: has a basic knowledge about the conservation of natural resources K_W03.</p> <p>Student</p> <p>U1: can use basic theoretical knowledge, sources of information and obtained data to analyse specific natural, social and economic processes and phenomena related to the tourism industry (K_U01).</p> <p>U2: is able to diagnose and interpret environmental, economic, social, political, legal and technical problems that arise in the practical operation of a tourist institution (K_U02).</p> <p>U3: analyses and forecasts processes and natural, economic and social phenomena in tourism with the use of appropriate analytical methods and tools (K_U03).</p> <p>U4: feels the need for self-development based on continuous deepening of knowledge and creative reflection in relation to their own educational and professional experiences (K_U11).</p> <p>Student</p> <p>K1: creatively participates in the implementation of social obligations, has a sense of social responsibility for the natural and cultural environment (appreciates the importance of sustainable tourism) (K_K04).</p> <p>K2: is aware of positive and negative impacts of tourism development in destinations (K_K04).</p> <p>K3: in decision making is guided by the principle of rationality, thought and acting in an entrepreneurial way, appreciating the full meaning of knowledge and reliable information. (K_K05).</p> <p>K4: verifies data sources by subjecting them to critical analysis (K_K05).</p>		
	Cultural resources in tourism	Student	Expository teaching	Assessment methods:

		<p>W1 - knows the concept of culture - K_W01 W2 - can list and describe cultural resources- K_W02, K_W04. W3 - knows the concept of cultural tourism - K_W01 W4 - knows how to use the cultural values of the region to create projects related to the development and management of tourism - K_W02, K_W04, Student U1 – is able to analyze social processes and phenomena (cultural, political, legal, economic) in the context of cultural tourism - K_U01, K_U03, K_U06 U2 - is able to collect data and use various sources of information related to the cultural tourism sector - K_U0, K_U02 U3 - is able to critically analyze scientific literature in English related to cultural tourism - K_U01, K_U02, K_U03, K_U06 U4 - is able to characterize various forms of cultural tourism (architectural heritage, ethnic, culinary, archeological, industrial heritage, music etc.)- K_U01, K_U04, K_U06 U5 - can analyze the profile (social, psychological) of a cultural tourist - K_U01, K_U03 Student K1: is aware and understands racial, ethnic, religious differences in various countries of the world and can evaluate it in the context of cultural tourism; K_K01, K_K03 K2: is tolerant to different cultures; K_K03 K3: can act as an objective mediator in a situation of cultural conflict K_K01, K_K05</p>	<p>methods: - informative lecture. Exploratory teaching methods: - case study, - discussion. Exposing teaching method: - demonstration, - simulation</p>	<p>Lecture - test - types of questions: (1) multiple choice, 2) true/false, 3) matching, 4) short answer 5) gap filling - presence (min. 85%); Assignments during tutorials: - project</p>
	Tourism geography of	Student within knowledge:	Expository teaching	Assessment methods:

	Europe	<p>W1: knows basic notions regarding tourist region, rules of tourist regionalization and methods of tourist regions' delimitation – K_W01, K_W02</p> <p>W2: knows the natural, economic, political, cultural and social conditions influencing the development of selected tourist regions of Poland and Europe – K_W02, K_W04</p> <p>W3: knows the principles of the tourism economy and forms of recreation in selected regions of Europe – K_W01, K_W07</p> <p>W4: has knowledge of the possible effects of tourist and recreational activity in the society and the nature – K_W03</p> <p>Student within skills:</p> <p>U1: is able to recognize and assess the tourist values of selected regions of Europe – K_U01, K_U02</p> <p>U2: can explain and argue the importance of sustainable tourism for the proper functioning of a tourist region – K_U02</p> <p>U3: has the ability to understand, analyze and assess socio-economic phenomena in the field of tourism economy – K_U03</p> <p>U4: is able to properly plan and manage time for an organized group in the field, is able to plan and arrange / organize a tourist route – K_U05, K_U06, K_U07, K_U09</p> <p>Student within social competences:</p> <p>K1: is aware of the ethical and legal responsibilities of tour organizers for tourists during a trip K_K01, K_K02</p> <p>K2: is aware of positive and negative impacts of tourism development in destinations. K_K05</p>	<p>methods:</p> <ul style="list-style-type: none"> - informative lecture - problem lecture - participatory lecture <p>Exploratory teaching methods:</p> <ul style="list-style-type: none"> - group discussions - project work - case study 	<ul style="list-style-type: none"> - exam – final test - assignments during tutorials: - project, activity during classes, current tasks during classes
	Tourism geography of the	Student	Expository teaching	Assessment methods:

	world	<p>W1: knows main geography features (location, capitals) of assorted countries from listed continents; K_W01, K_W02</p> <p>W2: possess knowledge about main tourist attractions, both of natural (geotourism) and human origin (cultural tourism) of analyzed countries with the focus on UNESCO World Heritage places; K_W02, K_W04</p> <p>Student</p> <p>U1: is able to describe in English topographical units and most important monuments and some outstanding places of natural and anthropogenic heritage of discussed regions/countries; K_U01, K_U03, K_U06</p> <p>U2: is able to describe similarities and differences in selected physical and social geography features between discussed countries using English geographical vocabulary; K_U02, K_U03, K_U011</p> <p>U3: is able to use the knowledge to prepare the tourist trip to listed countries; K_U05</p> <p>Student</p> <p>K1: is aware of and understands racial, ethnic, cultural and religious issues in various countries of the world; K_K03</p> <p>K2: is tolerant to different cultures; K_K03</p> <p>K3: is aware and understands positive and negative impacts of tourism development in destinations; K_K04</p>	<p>methods:</p> <ul style="list-style-type: none"> - informative lecture. <p>Exploratory teaching methods:</p> <ul style="list-style-type: none"> - case study, - discussion. 	<p>Lecture</p> <ul style="list-style-type: none"> - exam - types of questions: (1) multiple choice, 2) true/false, 3) matching, 4) short answer 5) gap filling - presence (min. 85%); <p>Assignments during tutorials:</p> <ul style="list-style-type: none"> - preparation of a tourist route project in Berlin - describing the tourist offer of the selected country on the basis of a visit to ITB
Module Management in tourism sector	Hospitality and travel services	<p>Student within knowledge:</p> <p>W1: possesses a knowledge of basic conceptual categories and terminology in the field of tourism and hospitality (K_W01)</p> <p>W2: possesses a complex understanding of past, current and possible future trends in</p>	<p>Expository teaching methods:</p> <ul style="list-style-type: none"> - informative lecture - problem lecture - participatory lecture <p>Exploratory teaching</p>	<p>Assessment methods:</p> <ul style="list-style-type: none"> - exam – final test - assignments during tutorials: - project, activity during classes, current tasks during classes

		<p>global hospitality and travel (H&T) services and products (K_W06)</p> <p>W3: knows the global impact of travel, tourism and hospitality services on local and global economy (K_W02, K_W03, K_W13)</p> <p>W4: understands how society, culture and legislature is affected by increasing travel and tourism (K_W11)</p> <p>W5: knows the challenges facing H&T services including the barriers to future development and expansion at local, national and international levels (K_W03, K_W13)</p> <p>Student within skills:</p> <p>U1: evaluates the contributory roles of the component parts of the H&T services and products, particularly with regard to attractions, accommodation, transport etc. (K_U02)</p> <p>U2: is able to examine the global impact of travel, tourism and hospitality services on local and global economy (K_U01, K_U02, K_U03, K_U05)</p> <p>U3: can use various sources of information on hospitality and travel services (K_U01)</p> <p>Student within social competences:</p> <p>K1: is aware of the ethical and legal responsibilities of tour organizers for tourists during a trip (K_K01, K_K02)</p> <p>K2: is aware of positive and negative impacts of tourism development in destinations (K_K05)</p>	<p>methods:</p> <ul style="list-style-type: none"> - group discussions - project work 	
	Destination management	<p>Student</p> <p>W1: has a theoretical framework of destination management, planning issues and strategic approaches – K_W01.</p>	<p>Expository teaching methods:</p> <ul style="list-style-type: none"> - informative lecture - participatory lecture <p>Exploratory teaching</p>	<p>Assessment methods:</p> <ul style="list-style-type: none"> - exam - assignments during tutorials

		<p>W2: describes the processes involved in the development of tourism destination – K_W01.</p> <p>W3: enumerates the good practices in destination management and planning in a variety of destination contexts – K_W02, K_W15.</p> <p>W4: knows basic principles of tourism market positioning and branding – K_W10, K_W11, K_W15.</p> <p>Student</p> <p>U1: analyses the importance and potential of cultural and historical sights for tourism development (K_U01, K_U04).</p> <p>U2: identifies and critically evaluates the main components of a destination development plan (K_U01, K_U07, K_U10).</p> <p>U3: works in a team to analyse and interpret tourism development proposals from a social, cultural and environmental perspectives (K_U03, K_U07, K_U09, K_U10, K_U11).</p> <p>Student</p> <p>K1: is aware of positive and negative impacts of tourism development in destinations (K_K04).</p>	<p>methods:</p> <ul style="list-style-type: none"> - case study - project work 	
	Law in tourism	<p>Student</p> <p>W1: has basic knowledge of rules creating legal environment in Poland K_W11</p> <p>W2: knows the requirements for establishing business activity in Poland K_W10</p> <p>Student</p> <p>U1: can find, interpret and update basing legal rules that are force in Poland K_U02, K_U02</p> <p>U2: is able to follow the procedure of establishing own business in Poland K_U01</p>	<p>Teaching methods and tools:</p> <p>Lecture:</p> <ul style="list-style-type: none"> -conventional lecture with PPT presentations, <p>Tutorials:</p> <ul style="list-style-type: none"> -problem solving, conversations and discussions, case studies. 	<p>The assessment of achieving learning outcomes is based on a written assessment in form of test with 10 questions (1 point for each correct answer) and 3 issues to describe (3 points for each). The scope of the examination includes the issues covered during the lectures. To the result of the exam points gained during projects will</p>

		<p>Student K1: is aware of the consumer's legal rights on touristic market K_K02</p>		<p>be added (5 max.). Together max. 24 points. The following assessment scale will be applied for final note (lectures):</p> <ul style="list-style-type: none"> - very good (5.0) – from 22.5-24 points; - good plus (4.5) – from 20.5-22 points; - good (4.0) – from 18.5-20 points; - satisfactory plus (3.5) – from 16.5-18 points; - satisfactory (3.0) – from 14.5-16 points; - fail – 20 and less points. <p>During tutorials each student has to prepare and present project on a given subject. For each presentation from 0-5 points can be obtained. The following assessment scale will be applied for final note (tutorials):</p> <ul style="list-style-type: none"> - very good (5.0) – 5 points; - good plus (4.5) – 4.5 points; - good (4.0) – 4 points; - satisfactory plus (3.5) – 3.5 points; - satisfactory (3.0) – 3 points; - fail – 2.5 and less points.
	Finance in tourism	<p>W1: Student knows the concept, ideas and rules of financial management in tourism - K_W09.</p> <p>W2: Student knows an influence of the external and internal factors on the financial</p>	<p>Lecture: Power Point presentation, case study presentation, Tutorial: exercises solving, discussion</p>	<p>Lecture: - Written exam (test) Tutorial: - Exercises solving - Class activities</p>

		<p>condition of the tourism company - K_W12.</p> <p>W3: Student knows the relations and connections between various items of the balance sheet, income statement and cash flows statement of the tourism corporation - K_W09.</p> <p>W4: Student knows the methods and techniques of financial management within the tourism corporation - K_W14.</p> <p>U1: Student is able to assess and evaluate financial condition of the company - K_U01.</p> <p>U2: Student is able to find and solve problems of the financial function of tourism corporation - K_U08.</p> <p>U3: Student is able to develop his/her knowledge in scope of finance - K_U10.</p> <p>K1: Student knows how to implement ethical principles in finance K_K01.</p> <p>K2: Student searches for new and creative solutions of financial problems in tourism K_K04.</p> <p>K3: Student develops attitude of corporate social responsibility in tourism K_K02.</p>		
	Tourism marketing	<p>Student</p> <p>W1: knows the process and antecedents of building marketing strategy in tourism sector (K_W14)</p> <p>W2: is familiar with marketing research methods (K_W10)</p> <p>W3: can characterize factors of customer behavior in tourism sector (K_W13)</p> <p>Student</p> <p>U1: is able to analyze the environment in tourism sector using appropriate methods (K_U01)</p> <p>U2: is capable of planning the marketing</p>	<p>Expository teaching methods:</p> <ul style="list-style-type: none"> - informative lecture, - presentations, - case studies, - discussion, - SWOT 	<p>Assessment methods:</p> <ul style="list-style-type: none"> - written examination - oral examination - activity

		activities in response to identified problems in tourism market (K_U08) K1: Student proposes marketing activities that fulfill requirements of sustainable development (K_K04)		
Business Plan	<p>W1. Student is familiar with general rules for creating a business plan using the knowledge of financial and management accounting (K_W10)</p> <p>U1. The student is able to use and integrate the basic theoretical knowledge with strategic analysis, marketing and enterprise organizations to draw up a financial plan assumptions. (K_U03)</p> <p>U2. The student is able to develop a financial plan for and assess the effectiveness of the project using the selected methods of accounting. (K_U08)</p> <p>K1. The student is open to cooperating in a group and to presenting their own solutions to problems (K_K05)</p>	<p>Expository teaching methods:</p> <ul style="list-style-type: none"> - informative lecture - case study 	<p>Assessment methods:</p> <ul style="list-style-type: none"> - written examination - case study 	
IT in tourism	<p>Student</p> <p>W1: knows basics of web design: HTML, CSS languages and use of external elements (K_W06),</p> <p>W2: knows basics of database management with the use of Microsoft Access software (K_W06),</p> <p>W3: knows the software and tools to present tourist information and tourist promotion with the use of vector computer graphics (K_W06).</p> <p>Student</p> <p>U1: creates web pages and uses internet tools in tourism marketing (K_U05).</p> <p>U2: uses database management programmes for a small tourist enterprise (K_U05).</p>	<p>Exploratory teaching methods:</p> <ul style="list-style-type: none"> - laboratory - project work 	<p>Assessment methods:</p> <ul style="list-style-type: none"> - project 1: webpage of a tourist site, - project 2: database for managing a guesthouse, - classroom project 3: promotional graphic / information of the selected tourist product with the location map. 	

		<p>U3: demonstrates knowledge of the use of selected software for vector graphics in tourism (K_U05).</p> <p>U4: constantly broadens his/her knowledge of the use of computer technologies using web resources (K_U11).</p> <p>Student</p> <p>K1: is aware of ethical and legal issues related to the use and publication of information in the internet (K_K01).</p>		
	E-commerce in tourism	<p>W1: Knows, understands and considers – from the perspective of management e-commerce theory – internal and external relations of an organisation structures in touristic business, their character, aims and rules – K_W12.</p> <p>W2: Knows, understands and considers – from the perspective of management theory – the rules of making e-business in tourism the allocation of resources and the functional areas of an organisation- K_W07</p> <p>U1: Produces written reports and oral presentations on business topics in English related in e-commerce in tourism business – K_U07</p> <p>K1: Identifies and solves adequately specialist and ethical dilemma in a tourism e-business market – K_K01</p> <p>K2: Student has knowledge of ethical social media communication – K-K02</p>	Interactive lecture, case study, discussion	Test Project assesment
Module Bachelor thesis	Academic writing – project	<p>Student</p> <p>W1: has the knowledge of analogue and Internet sources of academic literature and knows how to look for them and use them – K_W06.</p> <p>Student</p>	<p>Expository teaching methods:</p> <ul style="list-style-type: none"> - participatory lecture <p>Exploratory teaching methods:</p> <ul style="list-style-type: none"> - case study 	<p>Assessment methods:</p> <ul style="list-style-type: none"> - participation in classes and discussions - preparation and presentation of a review paper

		<p>U1: reads academic literature and writes written reports in correct English – K_U06.</p> <p>U2: prepares a written work of review of literature in a selected topic and presents it in the class – K_U07.</p> <p>U3: creatively discusses own and other students' projects – K_U08.</p> <p>U4: feels the need for constant updating of knowledge on the issues of tourism and management – K_U11.</p> <p>Student</p> <p>K1: is aware of the intellectual property in the use of academic literature – K_K02.</p>	<ul style="list-style-type: none"> - presentation of a paper - seminar 	
	Research methods in tourism	<p>Student:</p> <p>W1: understands the principles of research process in the tourism industry (K_W06)</p> <p>W2: has a basic understanding of scientific methods used in tourism research (K_W01, K_W06)</p> <p>Student:</p> <p>U1: skilfully uses qualitative and quantitative methods in the context of tourism and hospitality management (K_U01, K_U03)</p> <p>U2: is able to conduct simple research projects, write research reports and present research results (K_U04, K_U05, K_U06, K_U07)</p> <p>K1: is aware of the ethical and legal responsibilities of tour organizers for tourists during a trip (K_K01, K_K02)</p> <p>K2: is aware of positive and negative impacts of tourism development in destinations (K_K05)</p>	<p>Expository teaching methods:</p> <ul style="list-style-type: none"> - informative lecture - problem lecture - participatory lecture <p>Exploratory teaching methods:</p> <ul style="list-style-type: none"> - group discussions - case study - project work 	<p>Assessment methods:</p> <ul style="list-style-type: none"> - exam – final test - assignments during tutorials: - final test incl. practical tasks, current tasks during classes & activity
	Seminar	<p>Student</p> <p>W1: has advanced knowledge on the topic of own bachelor thesis – K_W01</p>	<p>Expository teaching methods:</p> <ul style="list-style-type: none"> - participatory lecture 	<p>Assessment methods:</p> <ul style="list-style-type: none"> - participation in classes and discussions

		<p>Student</p> <p>U1: prepares own research project based on literature review and use of research methods, and describes it in written form – K_U01, K_U02.</p> <p>U2: prepares written work based on literature and own research and presents it in the class – K_U07.</p> <p>U3: creatively discusses own and other students' research – K_U08.</p> <p>U4: feels the need for constant updating of knowledge in the topic of own thesis – K_U11.</p> <p>Student</p> <p>K1: is aware of the intellectual property in the use of academic literature – K_K02.</p> <p>K2: uses the rules of rationality in solving concrete research and managerial problems related to tourism management – K_K05.</p>	<p>Exploratory teaching methods:</p> <ul style="list-style-type: none"> - case study - seminar - discussion 	<p>- preparation and presentation of bachelor thesis</p>
	Bachelor thesis			
Module Professional practices	Professional practices	<p>Student</p> <p>W1: knows the practical applicability of rules of organisation and operation of various forms of leisure (K_W05).</p> <p>W2: knows the general principles of creating and developing forms of individual entrepreneurship (K_W10).</p> <p>W3: understands the importance of human factor in tourist organisations (K_W13).</p> <p>W4: has knowledge of the processes of management and implementation of changes in institutions of tourism sector (K_W14).</p> <p>Student:</p> <p>U1: designs and performs tasks leading to the</p>	<p>Student's participation in the work of the organization hosting internship by fulfilling various functions.</p>	<p>The practice is credited by the practice supervisor based on the practice evaluation card supplied by the student, and issued by the organisation hosting the practice.</p> <p>The grading of the professional practice is based on the evaluation by the hosting organization.</p>

		<p>solution of practical problems in a tourist organisation (K_U05).</p> <p>U2: uses language skills, including the vocabulary related to tourism management in English in managerial practice (K_U06).</p> <p>U3: works as a part of a team, performing various functions (K_U09).</p> <p>U4: is aware of the need for self-development by creative reflection on own educational and professional experiences (K_U11).</p> <p>Student:</p> <p>K1: identifies and resolves substantive and ethical dilemmas associated with the work in tourism industry, including respecting the principles of professional ethics (K_K01).</p> <p>K2: defines priorities leading to the implementation of professional tasks (K_K03).</p> <p>K3: when working for a tourist organisation, the graduate follows the principle of rationality, he thinks and acts in an entrepreneurial manner, appreciating the importance of knowledge and reliable information (K_K05).</p>		
<p>Specialisation Unit Outdoor and Nature- Based Tourism</p>	<p>Geographic information and field orientation</p>	<p>Student</p> <p>W1: knows basics of topography, cartography and field orientation (K_W02).</p> <p>W2: knows navigation methods and Global Positioning System GPS (K_W02, K_W06).</p> <p>W3: knows the basic principles of creating and reading topographic and tourist maps (K_W02).</p>	<p>Expository teaching methods:</p> <ul style="list-style-type: none"> - informative lecture - problem lecture with multimedia presentations <p>Exploratory teaching methods:</p> <ul style="list-style-type: none"> - tutorials (field 	<p>Assessment method (lectures):</p> <ul style="list-style-type: none"> - exam (in the form of a test to be completed) <p>Assessment method (tutorials – field exercises):</p> <ul style="list-style-type: none"> - grades from final exercises (reports and studies) - continuous assessment (ongoing preparation of students for classes and their activity)

		<p>W4: knows the basic methods of presenting phenomena and objects on topographic and tourist maps (K_W02).</p> <p>Student</p> <p>U1: orientates in the field with basic instruments, techniques and GPS (K_U05).</p> <p>U2: works as a part of a team in Geocaching (K_U09).</p> <p>U3: can read the phenomena and objects correctly on the map (K_U03).</p> <p>Student</p> <p>K1: appreciates the importance of information acquired on the basis of tasks performed directly in the field and on the basis of a map (K_K05).</p>	<p>exercises) – measurements and observations in the field using maps and navigation devices (GPS, rangefinder, compass)</p>	
	Tour organization and guiding	<p>Student</p> <p>W1: knows the goals and objectives of tourist guide (tourist pilot) – K_W05.</p> <p>W2: has knowledge about duties and responsibilities of tourist guide and pilot – K_W07.</p> <p>W3: knows basic principles of organisation of tourism tours - K_W05.</p> <p>Student</p> <p>U1: is able to use efficient communication techniques (K_U04).</p> <p>U2: designs a plan of a trip including the description of attractions and individual services (K_U01, K_U07).</p> <p>U3: works as a member of a tourist staff (guide, pilot) (K_U03, K_U07, K_U09).</p> <p>Student</p>	<p>Expository teaching methods:</p> <ul style="list-style-type: none"> - informative lecture - participatory lecture <p>Exploratory teaching methods:</p> <ul style="list-style-type: none"> - case study - project work 	<p>Assessment methods:</p> <ul style="list-style-type: none"> - exam - assignments during tutorials

		<p>K1: is aware of the ethical and legal responsibilities of tour organizers for tourists during a trip (K_K02).</p> <p>K2: is able to create group bonding and inspiration (K_K03).</p>		
	Principles of sport and active leisure	<p>Student</p> <p>W1: identifies reasons for participating in sport and active leisure – K_W01.</p> <p>W2: identifies recommended levels of physical activity for individuals – K_W01.</p> <p>W3: knows the rules of risk assessment in sport and active leisure – K_W02, K_W11, K_W15.</p> <p>W4: defines sport and active leisure events – K_W05, K_W15.</p> <p>Student</p> <p>U1: explains how regular participation in sport and physical activity benefits individuals and society (K_U01, K_U07).</p> <p>U2: explains the importance of health, safety and risk in sport and active leisure (K_U03, K_U07, K_U09, K_U10).</p> <p>U3: is able to plan an event with budget, action plan and promotion strategy (K_U03, K_U07, K_U09, K_U11).</p> <p>Student</p> <p>K1: is aware of the ethical and legal responsibilities of sport and active leisure operation (K_K02).</p> <p>K2: is aware of positive impacts of healthy lifestyle (K_K04).</p>	<p>Expository teaching methods:</p> <ul style="list-style-type: none"> - informative lecture - participatory lecture <p>Exploratory teaching methods:</p> <ul style="list-style-type: none"> - case study - project work 	<p>Assessment methods:</p> <ul style="list-style-type: none"> - exam - assignments during tutorials
	Safety and health in sports	Student:	Expository teaching	Assessment methods: exam –

	and tourism	<p>W1: understands how natural conditions: weather, water, heights, may create risk for tourism activity and how to mitigate them - K_W03</p> <p>W2: knows the rules of legal responsibility and, insurance and rescue services in active tourism - K_W05</p> <p>Student:</p> <p>U1: is able to correctly enumerate, assess and mitigate the risks related to the organisation of outdoor tourism– K_U02</p> <p>U2: understands the need for constant updating the knowledge in the field of safety and health when working as an organiser of outdoor tourism - K_U11</p> <p>Student:</p> <p>K1: adheres to the principles of professional ethics when organising recreational activities related to risk - K_K01</p> <p>K2: is aware of dangers related to outdoor tourism and sport and behaves responsibly - K_K02</p>	<p>methods:</p> <ul style="list-style-type: none"> - participatory lecture - problem-based lecture 	<p>questions regarding students' knowledge and skills in solving decision problems</p>
	Geohazards in tourism	<p>Student</p> <p>W1: can describe the theory of plate tectonics and structure of the Earth's crust and interior – K_W01</p> <p>W2: can explain the nature of earthquakes, volcanic eruptions, landslides, tsunamis, etc. – K_W01</p> <p>W3: understands how natural processes as described above impact humans and society – K_W02</p>	<p>Expository teaching methods:</p> <ul style="list-style-type: none"> - informative lecture - presentation - discussion 	<p>Assessment methods:</p> <ul style="list-style-type: none"> - test

		<p>Student</p> <p>U1: will be able to interpret the landscape to identify potential geohazards which could impact society and cause danger in tourism – K_U02</p> <p>U2: will be able to analyse the complexity of geohazards operating within complex natural and human systems – K_U03</p> <p>Student</p> <p>K1: is aware of the safety responsibilities of tour organizers for tourists during a trip in hazardous environment – K_K01</p> <p>K2: is aware of tourism impact on natural hazards in destinations – K_K02</p>		
	Forms of tourism (classes and trips, choose 4 on 2, 3rd year):			
	Mountain tourism	<p>Student:</p> <p>W1: understands the phenomena and process occurring in the mountains - K_W02</p> <p>W2: has knowledge of the problems of conservation of mountain environment: fauna, flora, folklore and local culture of the inhabitants and other assets of mountainous regions - K_W03</p> <p>W3: knows elementary risks and hazards, and knows the rules of safe conduct in the mountains - K_W05</p> <p>Student:</p> <p>U1: is able to draw appropriate conclusions on the basis of data from various sources of information – K_U01</p>	<p>Expository teaching methods:</p> <ul style="list-style-type: none"> - informative lecture - participatory lecture <p>Exploratory teaching methods:</p> <ul style="list-style-type: none"> - field trip 	<p>Assessment methods:</p> <p>Lectures – final test.</p> <p>Tutorials - presence, activity and final test.</p>

		<p>U2: selects or plans a route for a tour according to the party's capacities, environmental and weather conditions - K_U01</p> <p>U2: develops a well-documented study of tourist assets of a mountainous regions - K_U02, K_U01</p> <p>U3: uses electronic sources of information, such as weather forecasts or avalanche bulletins - K_U01, K_U03</p> <p>U4: understands the need for continuous updating of the knowledge of conditions, risks and hazards in the mountains, and the need for regular studying of professional literature - K_U11</p> <p>Student:</p> <p>K1: is aware of dangers in the mountains and behaves responsibly - K_K02</p> <p>K2: works as a part of a team, adheres to the principles of professional ethics - K_K01</p> <p>K3: is aware of positive and negative impacts of the development of tourism on mountain areas - K_K04</p>		
	Bike tourism	<p>Student:</p> <p>W1: describes the types of bike tourism: leisure tourism, bike touring, mountain biking, urban – K_W01.</p> <p>W2: knows the rules of organisation of a bike trip with regard to safety, route planning and adjustment to participants - K_W05</p> <p>Student:</p> <p>U1: plans a route for a bike tour according to</p>	<p>Expository teaching methods:</p> <ul style="list-style-type: none"> - informative lecture - participatory lecture <p>Exploratory teaching methods:</p> <ul style="list-style-type: none"> - field trip 	<p>Assessment methods:</p> <p>Lectures – three essays:</p> <ul style="list-style-type: none"> - bike travel literature – review of a selected book about bike travels, - a review of a selected bike tourism route, - evaluation of potential for bike tourism of a country/region. <p>Tutorials - presence, activity and</p>

		<p>the party's capacities, environmental and weather conditions - K_U01</p> <p>U2: develops a study of bike tourism assets of a country/region - K_U02</p> <p>U3: understands the need for studying both academic and travel literature - K_U11</p> <p>Student:</p> <p>K1: is aware of dangers related to bike traffic and behaves responsibly - K_K02</p> <p>K2: appreciates the importance of sustainable forms of tourism - K_K04</p>		final test.
	Water tourism	<p>Student</p> <p>W1: defines and correctly uses basic concepts in hydrology and water tourism studies – K_W01.</p> <p>W2: describes the types of water tourism: canoeing, sailing and others – K_W01.</p> <p>W3: enumerates the waterways in the lowlands in Poland– K_W02.</p> <p>W4: knows basic principles of organisation of water tourism trips K_W05, K_W11, K_W15</p> <p>Student</p> <p>U1: Can use watermarking signs in Europe (K_U01, K_U04).</p> <p>U2: designs a plan of a route multi-day canoe trip including the description of attractions and individual services (K_U01, K_U07).</p> <p>U3: works as a part of a team to select the crew on the sailing cruise (K_U03, K_U07, K_U09, K_U10, K_U11).</p> <p>Student</p> <p>K1: is aware of the ethical and legal</p>	<p>Expository teaching methods:</p> <ul style="list-style-type: none"> - informative lecture - participatory lecture <p>Exploratory teaching methods:</p> <ul style="list-style-type: none"> - case study - project work - fieldwork 	<p>Assessment methods:</p> <ul style="list-style-type: none"> - exam - assignments during fieldtrip

		responsibilities of water tour organizers for tourists during a trip (K_K02). K2: is aware of positive and negative impacts of water tourism development (K_K04).		
Ski tourism	Student W1: knows potential risks in the natural environment that may affect the development of tourism, has a basic knowledge of the conservation of natural resources. (K_W03). Student U1: can use basic theoretical and practical knowledge, sources of information and data to analyze specific processes and phenomena of nature, social and economic aspects related to the tourism industry, including winter recreation (K_U01). U2: works as a part of a team to analyse tourism resources, services and impacts of tourism on selected destination (K_U03, K_U07, K_U09). Student K1: is aware of the ethical and legal responsibilities of tour organizers for tourists during a trip (K_K02). K2: is aware of positive and negative impacts of tourism development in destinations (K_K04).	Expository teaching methods: - Participatory lecture - Practical exercises in the field - task method, verbal description, demonstration, exercises, demonstrations of ski evolution etc.	Practical examination verifying students' skills: 1. The student is able to discuss and analyze the technical evolutions during practical exercises on the slope (practical test - demonstration of technical evolution (skiing, lifting, plow riding, plow, low-elevation parallelism) with basic principles. 2. Running a part of the class on snow; preparation of the outline of the course and conducting the part (practical and theoretical test). 3. He can indicate the optimal places for various activities during the winter season during field activities. 4. He can list and discuss various types of winter tourism and sports.	
Geotourism	Student W1: defines and correctly uses basic concepts in geotourism (K_W01). W2: describes the elements of geotourism system: geotourist attractions like geosites and	Expository teaching methods: - informative lecture - participatory lecture Exploratory teaching	Assessment methods: - test	

		<p>geoparks (K_W01).</p> <p>W3: knows geotourism challenges and impacts of geotourism on destination in economic and environmental spheres (K_W02).</p> <p>Student</p> <p>U1: interprets and synthesizes the geotourism data (K_U01, K_U04).</p> <p>U2: is able to assess the role of geotourism in the contemporary economy (K_U02, K_U03).</p> <p>U3: can explain the principles of geotourism to a local or regional community to develop a tourism policy (K_U01, K_U03, K_U05).</p> <p>Student</p> <p>K1: understands the significance of open attitudes (K_K02).</p> <p>K2: is well prepared to cooperate with local community (K_K04).</p> <p>K3: can cooperate in group (K_K01).</p>	<p>methods:</p> <ul style="list-style-type: none"> - case study - project work - field presentation 	
	Wildlife tourism	<p>Student</p> <p>W1: defines basic concepts of wildlife tourism (K_W01).</p> <p>W2: knows basic ecological relations between different components of ecosystems and defines their importance for wildlife tourism (K_W02).</p> <p>W3: enumerates dangers which can be potentially caused by wildlife tourism (K_W03).</p> <p>W4: knows biomes, species, ecosystem types and regions which are especially important for wildlife tourism (K_W02).</p>	<p>Expository teaching methods:</p> <ul style="list-style-type: none"> - informative lecture - participatory lecture - presentation <p>Exploratory teaching methods:</p> <ul style="list-style-type: none"> - case study - field works and analyses - discussion 	<p>Assessment methods:</p> <ul style="list-style-type: none"> - test - assignments during exercises

		<p>Student</p> <p>U1: is aware of main rules of following wild animals and knows how to use them in a field with relevance to theoretical ecological knowledge (K_U01).</p> <p>U2: is able to recognize main wild animals which inhabit Polish forests as well as their tracks and voices (i.a. with a usage of a guide books) (K_U01).</p> <p>U3: is able to point out, anticipate and discuss main dangers which can be caused by wildlife tourism to the nature and society (K_U02, K_U03, K_U04).</p> <p>Student</p> <p>K1: is aware of the ethical responsibilities of wildlife tourism activities on the nature and the society (K_K01, K_K04).</p> <p>K2: is aware of the necessity to include needs of environment protection in planning of wildlife tourism (K_K04).</p>		
Specialisation Unit Business Manager	Management Methods	<p>Student:</p> <p>W1: knows and understands the concept of the organization as a system (K_W14)</p> <p>W2: knows the different types of problems occurring in the organization and rational ways of dealing with them (K_W14)</p> <p>W3: knows, understands and considers from the point of view of the relevant management sciences, methods and techniques used in the process of planning, organizing, motivating and controlling (K_W14)</p> <p>Student:</p>	<p>Expository teaching methods:</p> <ul style="list-style-type: none"> - informative lecture; - project; - case study. 	<p>Lectures</p> <p>Assessment methods:</p> <p>The assessment of achieving learning outcomes related to knowledge is based on a written examination. The scope of the examination includes the issues covered during the lectures and knowledge from reading assignments.</p> <p>Practical classes:</p> <p>The assessment of achieving</p>

		<p>U1: is able to get data, information and knowledge needed to solve specific problems (K_U01)</p> <p>U1: is able to apply organizational methods and techniques appropriate for a given situation and the problem (K_U02)</p> <p>U3: is able to create and present a project to improve the organization using a particular method (K_U03, K_U04)</p> <p>U4: can work in a team, sharing the work between team members (K_U09)</p> <p>Student:</p> <p>K1: can use in the process of problem solving, solutions that exist in economic reality (K_K05)</p>		<p>learning outcomes related to skills and competences is based on a final written project and presentation.</p>
	Organizational Analysis and Design	<p>W1: Student knows the general principles of creating tourist organization structures K_W10</p> <p>W2: Student knows the inter-organizational dependencies of enterprises operating on the tourist services market K_W12</p> <p>W3: Student has knowledge about creating organizational units and implementing changes in the institution that is applicable in the tourism industry K_W14</p> <p>U1: Student analyses the correctness of tourist organization structures using the right methods and tools K_U03</p> <p>U2: Student can, in scientific discussion, design relevant organizations and organizations that are relevant to the diagnosed causes and problems K_U08</p>	<p>multimedia lecture, case studies, individual projects, class projects, presentations of projects</p>	<p>Assessment methods - lectures:</p> <ul style="list-style-type: none"> - test <p>Assessment methods - exercises:</p> <ul style="list-style-type: none"> - project presentation - case study - activity

		<p>K1: Student sets priorities for the implementation of tasks that are assigned to a given workplace in an organization operating on the tourist services market K_K03</p> <p>K2: When making decisions regarding changes in a tourist organization, student is guided by the principle of rationality, thought and acts in an entrepreneurial manner and verifies data sources by subjecting them to a critical analysis K_K05</p>		
	Corporate Social Responsibility	<p>Student</p> <p>W1: explains the concept of CSR and enumerates “best practices” in the field (K_W11)</p> <p>W2: knows, understands and investigates – from the perspective of CSR – internal and external relations of institutions with other entities in their environment (K_W12)</p> <p>Student</p> <p>U1: is able to design and conduct CSR undertakings in the tourism industry (K_U01, K_U05, K_U08)</p> <p>U2: is able to produce written reports and deliver oral presentations on CSR topics in a foreign language (English) at the B2 level (K_U06, K_U07)</p> <p>U3: is able to formulate and express their thoughts, views and information in a communicative manner (K_U04, K_U07)</p> <p>U4: is able to work and assume various roles in a team (K_U09)</p> <p>U5: creatively contributes to undertakings</p>	<p>1. Lecture including:</p> <ul style="list-style-type: none"> <input type="checkbox"/> PPT presentations <input type="checkbox"/> video and audio teaching materials <input type="checkbox"/> conversations and discussions <input type="checkbox"/> case studies <p>2. Practical classes including:</p> <ul style="list-style-type: none"> <input type="checkbox"/> case studies <input type="checkbox"/> students’ projects and PPT presentations <input type="checkbox"/> reading activities (authentic and adapted business and scientific texts, both extensive and intensive reading); <input type="checkbox"/> conversations and discussions <input type="checkbox"/> brainstorming sessions 	<p>Lectures</p> <p>Assessment methods: The assessment of achieving learning outcomes related to knowledge is based on a written examination. The scope of the examination includes the issues covered during the lectures and knowledge from reading assignments.</p> <p>Practical classes: The assessment of achieving learning outcomes related to skills and competences is based on student projects. Project teams are to deliver PPT presentations and reports.</p>

		(team projects) connected with problem solving, particularly with the implementation of institutional development projects (K_U08) Student K1: applies the principles of CSR in business practice (K_K04).		
	Group Dynamics in Organization	W1: Student explains advantages and disadvantages of team-work comparing with an individual work (K_W13) W2: Student lists and describes various team roles (K_W13) U1: Student identifies problems related to team-work (K_U02) U2: Student plans effective solutions for identified problems (K_U05) K1: can creatively participate in teamwork aimed at solving particular problems related to social processes and phenomena in an organization (K_K04)	Informative lectures, case study, decisive games	Assessment methods: - test - case study analysis - activity Exercises: 1. Case study – written answers as a result of teamwork:
	Development and Measurement of Employees' Satisfaction	Student is acquainted with: W1: the importance of employee satisfaction measurement for efficient course of management process – K_W12, K_W14 W2: the antecedences and consequences of employee satisfaction – K_W13 W3: the methods used to measure employee satisfaction – K_W06 W4: the ways of increasing employee satisfaction – K_W14 Student is capable of: U1: applying one of the employee satisfaction measurement method – K_U01, K_U03	Expository teaching methods: - informative lecture - case study	Credit conditions: - class participation [attendance at the lectures (non-obligatory) and classes (obligatory), preparation for classes, activity and task accomplishment required – team work – case analysis during classes] – lecturer's constant observation - self work (assessment project prepared in teams and its presentation) - written credit in the form of a test

		<p>U2: presenting publicly the analysis results and findings – K_U07</p> <p>U3: participating in teamwork – K_U09</p> <p>Student is well prepared to:</p> <p>K1: creative participation in projects aiming at solving of social problems in business organizations – K_K04</p>		
	Creation and Measurement of Customers' Satisfaction	<p>W1: The student uses the basic concepts of building and measuring customer satisfaction. K_W13</p> <p>U1: Is able to identify and analyze factors determining customer satisfaction, especially in the tourism industry. K_U03</p> <p>K1: Verifies data sources by subjecting them to critical analysis. K_K05</p>	Lecture problem, multimedia presentations, case studies, exchange of ideas, design	<p>Assessment methods:</p> <ul style="list-style-type: none"> - written examination - activity
	International Management	<p>W1: The student knows, understands and considers economic and social processes taking place in institutions and their international environment, as well as their sources, mutual dependencies and long-term consequences. K_W12</p> <p>U1: Is able to use the basic theoretical knowledge, sources of information and data obtained to analyze the phenomena related to the tourism industry in the international dimension. K_U01</p> <p>K1: When making decisions, he is guided by the principle of rationality, thought and acts in an entrepreneurial manner, verifies data sources by subjecting them to critical analysis. K_K05</p>	Lecture problem, multimedia presentations, case studies, exchange of ideas, design	<p>Assessment methods:</p> <ul style="list-style-type: none"> - written examination - activity

	Innovation Management	<p>Student:</p> <p>W1: can define innovation – K_W09 W2: knows types of innovation - K_W09 W3: can describe technological change – K_W09, K_W12 W4: knows theories of innovation – K_W09 W5: knows sources of innovation - K_W09 W6: has advanced knowledge of the process of innovation – K_W09 W7: can define and describe the innovation strategy – K_W09 W8: can describe founding innovation – K_W09, K_W12 W9: knows main problems connected with managing innovation –K_W09 W10: knows innovation policy – K_W09 W11: can describe innovation clusters – K_W09 W12: can define National Innovation System – K_W09</p> <p>Student can:</p> <p>U1: assess the level of business innovation - K_U02 U2: plan and organize the innovation process - K_U02</p> <p>Student can:</p> <p>K1: work in a group assessing business innovation - K_K01</p>	<p>Conventional lecture and problems lecture. Exercises: classical problematic method, case study.</p>	<p>- written exam - a test - project</p>
	Management of External Relations	<p>Student:</p> <p>W1: possesses knowledge about the rules of business ethics and corporate social responsibility in tourism industry – K_W11</p>	<p>Informative lecture</p>	<p>Assessment methods – Examination.</p>

		<p>W2: knows, understands and considers – from the perspective of management theory – internal and external relations of a tourist organisation, their character, aims and rules - K_W12</p> <p>W3: knows, understands and considers the impact of human resource on an organization in tourism industry - - K_W13</p> <p>Student:</p> <p>U1: is able to diagnose and interpret economic, social, legal and technical issues (opportunities and threats) experienced by an organisation in the environment – K_U03</p> <p>U2: has basic skills in designing remedial actions for identified problems/issues – K_U05</p> <p>Student:</p> <p>K1: understands the significance of social, ethic and professional responsibility related to law regulations in tourism industry– K_K02</p>		
	Service Management	<p>W1: The graduate knows the processes of managing and implementing changes in a tourist organisation K_W14</p> <p>U1: The graduate is able to apply the foundations of the theoretical knowledge, sources of information as well as obtained data to analyse selected natural, social, and economic processes and phenomena in a tourist sector. K_U01</p> <p>U2: The graduate prepares written work on tourism management in English and can present it in public speaking. K_U07</p>	<p>Expository teaching methods:</p> <ul style="list-style-type: none"> - participatory lecture - problem-based lecture <p>Exploratory teaching methods:</p> <ul style="list-style-type: none"> - the case method is used throughout the course. Study questions on each assigned case are listed immediately following 	<p>Assessment methods:</p> <ul style="list-style-type: none"> - oral examination - SERVQUAL data collection, calculation and calculation - class participation

		<p>K1: At decision-making the student applies rationality, thinks and acts in an entrepreneurial manner, valuing the significance of knowledge and dependable information; verifies the sources of data and analyses them critically. K_K05</p>	<p>a brief description of the case in the Detailed Course Outline below. These questions should serve as a starting point with additional insights being welcomed. All class members are expected to have read the case and reflected upon the assigned questions. Furthermore, class members are encouraged to apply concepts from the assigned readings to their analysis of the case.</p>	
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Allocation of ECTS credits

Fields of science and academic disciplines or fields of art and artistic disciplines, to which learning outcomes for a given field of study refer:

	Name of the area of study	Field of science	Academic discipline	ECTS credits	
				No	%
1.	Natural Sciences	Earth Sciences	Geography	76.0	51%
2.	Social Sciences	Economic sciences	Management sciences	59.5	40%
3.	Social Sciences	Economic sciences	Economics	14.0	9%

Programme module	Course	ECTS credits	ECTS credit in:		ECTS credit for elective courses	ECTS credits for courses requiring direct participation of the teacher	ECTS credits achieved for course modules related to research conducted competences
			Natural Sci. (Geography)	Social Sci. (Management +Economics)			
Module: General courses	Information technologies	2	1	-	-	1	2
	Intellectual Property Protection	1	-	-	-	0.5	1
	Business English	5	-	-	-	4	5
	Physical Education	2	-	-	2	2	-
	University lectures	2	-	-	2	depends on the chosen course	depends on the chosen course
	Occupational Safety, Health and Ergonomics	0	-	-	-	-	-
Module: Principles of management and economics	Principles of Management	6	-	6	-	2.5	6
	Organization Theory	5	-	5	-	2	5
	Microeconomics	7	-	7	-	3	7
	Principles of Macroeconomics	6	-	6	-	2.5	6

	Organizational Behaviour	4	-	2	-	2	4
	Human Resource Management	6	-	4	-	2.5	6
	Marketing	7	-	7	-	3	7
Module: Principles of tourism	Introduction to tourism, leisure and hospitality	5	5	-	-	2	5
	Natural resources and conservation in tourism	3	3	-	-	1.5	3
	Cultural resources in tourism	3	3	-	-	1.5	3
	Tourism geography of Europe	6	6	-	-	3	6
	Tourism geography of the world	6	6	-	-	3	6
Module: Management in tourism sector	Hospitality and travel services	6	4	2	-	2.5	6
	Destination management	6	4	2	-	2.5	6
	Law in tourism	4	-	-	-	2	2
	Finance in tourism	5	-	-	-	2	5
	Tourism marketing	3	2	1	-	1.5	3
	Business Plan	2	-	2	-	1	2
	IT in tourism	2	1	-	-	1	1
	E-commerce in tourism	2	-	1	-	1	1
Module: Bachelor thesis	Academic writing – project	3	2	1	-	1	3
	Research methods in tourism	5	4	1	-	2.5	5
	Seminar	6	4	2	6	3	6
	Bachelor thesis	17	11	6	17	0	17

Module: Professional practices	Professional practices	4	2	1	4	0	-
Specialisation Module: Outdoor and Nature-Based Tourism	Geographic information and field orientation	3	3	-	3	1	2
	Tour organization and guiding	5	4	-	5	2	2
	Principles of sport and active leisure	3	2	-	3	1,5	2
	Safety and health in sports and tourism	2	1	-	2	1	1
	Geohazards in tourism	2	2	-	2	1	2
	Forms of tourism (classes and trips, choose 4 on 2, 3rd year) <ul style="list-style-type: none"> • Mountain tourism (summer semester) • Bike tourism (summer semester) • Water tourism (summer semester) • Ski tourism (winter semester) • Geotourism (winter semester) • Wildlife tourism (winter semester) 	24	24	-	24	12	16
Specialisation Unit: Business Manager	Management Methods	5	-	5	5	2.5	3
	Organizational Analysis and Design	5	-	5	5	2.5	3
	Corporate Social Responsibility	3	-	2	3	1.5	2

	Group Dynamics in Organization	3	-	2	3	1.5	2
	Development and Measurement of Employees' Satisfaction	3	-	2	3	1.5	2
	Creation and Measurement of Customers' Satisfaction	3	-	2	3	1.5	2
	International Management	4	-	4	4	2	2
	Innovation Management	5	-	5	5	2	4
	Management of External Relations	5	-	5	5	2	3
	Service Management	3	-	3	3	1.5	2
TOTAL in Specialisation: Outdoor and Nature-Based Tourism		180	94 ECTS	56 ECTS	70 ECTS	74.5 ECTS	154 ECTS
TOTAL in Specialisation: Business Manager		180	58 ECTS	91 ECTS	70 ECTS	74.5 ECTS	154 ECTS
TOTAL in both specialisations (AVERAGE)		180	76 ECTS (51% of geography+management+economics)	73.5 ECTS (49% of geography+management+economics)	70 ECTS (39%)	74.5 ECTS (41%)	154 ECTS (86%)

This study programme is effective as of 1st semester of the 2018/2019 academic year

This study programme was adopted 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.

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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 and Management)

**TOURISM MANAGEMENT
STUDY PLAN**

Faculty offering the field of study:	Faculty of Earth Sciences Faculty of Economic Sciences and Management
Field of study:	Natural sciences, Social sciences
Level of study:	First cycle
Levels of the Polish Qualifications Framework:	Level 6
Degree profile:	general academic
Mode of study:	full-time programme
Specialisations:	Outdoor and Nature-Based Tourism Business Manager
Number of semesters:	6
Number of ECTS credits:	180
Total number of teaching hours:	1695

Semester I

Module name	Course name	Course code in USOS system	ECTS credits	No of class hours requiring direct participation of the teacher – by types of classes						Course crediting form
				Lectures	Tutorials	Seminars	Foreign language courses	Professional practices	Laboratories	
General courses	Business English	BUSEN-TM-1-S1	2				60			Graded credit
	Occupational safety, health and ergonomics	OSHE-TM-1-S1	0							Ungraded credit
Principles of management and economics	Organization theory	ORGTH-TM-1-S1	5	30	15					Exam
	Microeconomics	MICECON-TM-1-S1	7	30	30					Exam
	Marketing	MARK-TM-1-S1	7	30	30					Exam
Principles of tourism	Introduction to tourism, leisure and hospitality	ITLH-TM-1-S1	5	30	15					Exam
Management in tourism sector	Law in tourism	LAWT-TM-1-S1	4	15	15					Graded credit
In total:			30	135	105		60			

Semester II

Module name	Course name	Course code in USOS system	ECTS credits	No of class hours requiring direct participation of the teacher – by types of classes						Course crediting form
				Lectures	Tutorials	Seminars	Foreign language courses	Professional practices	Laboratories	
General courses	Information technologies	COMSC-TM-1-S1	2						30	Graded credit
	Intellectual property protection	IPP-TM-1-S1	1	15						Graded credit
	Business English	BUSEN-TM-1-S1	3				60			Graded credit, Exam
Principles of management and economics	Principles of macroeconomics	PRMACRO-TM-1-S1	6	30	15					Exam
Principles of tourism	Natural resources and conservation in tourism	NRCT-TM-1-S1	3	30	15					Graded credit
	Cultural resources in tourism	CULRT-TM-1-S1	3	30	15					Graded credit
	Tourism geography of Europe	TGEUR-TM-1-S1	6	30	45					Exam
Management in tourism sector	Hospitality and travel services	HOSTS-TM-1-S1	6	30	30					Exam
In total:			30	165	120		60		30	

Semester III

Module name	Course name	Course code in USOS system	ECTS credits	No of class hours requiring direct participation of the teacher – by types of classes					Course crediting form
				Lectures	Tutorials	Seminars	Foreign language courses	Professional practices	
General courses	Physical education	PHYSED-TM-2-S1	1		30				Ungraded credit
	Unviersity lectures	UNILEC-TM-2-S1	2	15					Graded credit
Principles of management and economics	Principles of management	PRINMAN-TM-2-S1	6	45					Exam
	Organizational behavior	ORBEH-TM-2-S1	4	30	15				Exam
	Human resource management	HRM-TM-2-S1	6	30	30				Exam
Management in tourism sector	Destination management	DESMAN-TM-2-S1	6	30	30				Exam
	Tourism marketing	TURMAR-TM-2-S1	3	15	15				Graded credit
	IT in tourism	IT-TM-2-S1	2		30				Graded credit
In total:			30	165	150				

Semester IV

Module name	Course name	Course code in USOS system	ECTS credits	No of class hours requiring direct participation of the teacher – by types of classes					Course crediting form
				Lectures	Tutorials	Seminars	Foreign language courses	Professional practices	
General courses	Physical education	PHYSED-TM-2-S1	1		30				Ungraded credit
Principles of tourism	Tourism geography of the world	TGWOR-TM-2-S1	6	30	45				Exam
Management in tourism sector	Finance in tourism	FINT-TM-2-S1	5	30	15				Exam
	E-commerce in tourism	ECOMER-TM-2-S1	2		30				Graded credit
Bachelor thesis	Academic writing – project	ACADP-TM-2-S1	3		30				Graded credit
Professional practices	Professional practices	PROFPRA-TM-2-S1	4					160	Graded credit
Specialisation Module - Outdoor and Nature-Based Tourism	Geographic information and field orientation	GEOINF-TM-2-S1	3	15	15				Exam
	Forms of tourism (choose one): Mountain tourism / Bike tourism / Water tourism	MOUNT-TM-2-S1 BIKT-TM-2-S1 WATT-TM-2-S1	6	15	40				Graded credit
Specialisation Module - Business Manager	International management	INTERM-TM-2-S1	4	15	15				Exam
	Management of external relations	MEXREL-TM-2-S1	5	30					Exam
In total (Specialisations: Outdoor and Nature-Based Tourism/Business Manager):			30/30	90/105	205/165			160	

Semester V

Module name	Course name	Course code in USOS system	ECTS credits	No of class hours requiring direct participation of the teacher – by types of classes					Course crediting form
				Lectures	Tutorials	Seminars	Foreign language courses	Professional practices	
Bachelor thesis	Research methods in tourism	RESMET-TM-3-S1	5	15	45				Graded credit
	Seminar	SEM-TM-3-S1	3			30			Graded credit
Specialisation Module - Outdoor and Nature-Based Tourism	Tour organization and guiding	TORGG-TM-3-S1	5	25	15				Exam
	Principles of sport and active leisure	PRINSP-TM-3-S1	3	10	15				Exam
	Safety and health in sports and tourism	SHST-TM-3-S1	2	15					Graded credit
	Forms of tourism (choose two): Ski tourism / Wildlife tourism / Geotourism	SKIT-TM-3-S1 GEOT-TM-3-S1 WILT-TM-3-S1	12	30	80				Graded credit
Specialisation Module - Business Manager	Management methods	MANMET-TM-3-S1	5	15	30				Exam
	Corporate social responsibility	CORSR-TM-3-S1	3	15	15				Graded credit
	Development and measurement of employees' satisfaction	DMES-TM-3-S1	3	15	15				Graded credit
	Creation and measurement of customers' satisfaction	CRMECU-TM-3-S1	3	15	15				Graded credit
	Innovation management	INNOVM-TM-3-S1	5	30	15				Exam
	Service management	SERVM-TM-3-S1	3	15	15				Graded credit
In total (Specialisations: Outdoor and Nature-Based Tourism/Business Manager):			30/30	95/120	155/150	30			

Semester VI

Module name	Course name	Course code in USOS system	ECTS credits	No of class hours requiring direct participation of the teacher – by types of classes					Course crediting form
				Lectures	Tutorials	Seminars	Foreign language courses	Professional practices	
Management in tourism sector	Business Plan	BUSPL-TM-3-S1	2	15	15				Graded credit
Bachelor thesis	Seminar	SEM-TM-3-S1	3			30			Graded credit
	Bachelor thesis	BACHTH-TM-3-S1	17						Graded credit
Specialisation Module - Outdoor and Nature-Based Tourism	Geohazards in tourism	GHT-TM-3-S1	2	15					Graded credit
	Forms of tourism (choose one): Mountain tourism / Bike tourism / Water tourism	MOUNT-TM-2-S1 BIKT-TM-2-S1 WATT-TM-2-S1	6	15	40				Graded credit
Specialisation Module - Business Manager	Organizational analysis and design	OANDES-TM-3-S1	5	15	30				Exam
	Group dynamics in organization	GDYNO R-TM-3-S1	3	15	15				Graded credit
In total (Specialisations: Outdoor and Nature-Based Tourism/Business Manager):			30/30	45/45	55/60	30			

This study programme was adopted 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 study programme is effective as of 1st 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)*