

## Subject card

|                                             |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                                                          |                                         |                                     |         |                                                                                   |     |
|---------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------|-----------------------------------------|-------------------------------------|---------|-----------------------------------------------------------------------------------|-----|
| Subject name and code                       | Tourism Business Management, PG_00150895                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                                                          |                                         |                                     |         |                                                                                   |     |
| Field of study                              | Tourism and Hospitality                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                                                          |                                         |                                     |         |                                                                                   |     |
| Date of commencement of studies             | October 2025                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                                                          | Academic year of realisation of subject |                                     |         | 2025/2026                                                                         |     |
| Education level                             | Master's studies                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                                                          | Subject group                           |                                     |         | Obligatory subject group in the field of study<br>Humanistic-social subject group |     |
| Mode of study                               | full-time studies                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                                                          | Mode of delivery                        |                                     |         | at the university                                                                 |     |
| Year of study                               | 1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                                                          | Language of instruction                 |                                     |         | English                                                                           |     |
| Semester of study                           | 2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                                                          | ECTS credits                            |                                     |         | 4.0                                                                               |     |
| Learning profile                            | academic                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                                                          | Assessment form                         |                                     |         |                                                                                   |     |
| Conducting unit                             | Division of Spatial Studies -> Institute of Socio-Economic Geography and Spatial Management -> Faculty of Social Sciences -> Rector                                                                                                                                                                                                                                                                                                                                                                                    |                                                          |                                         |                                     |         |                                                                                   |     |
| Name and surname of lecturer (lecturers)    | Subject supervisor                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                                                          | dr Grażyna Chaberek                     |                                     |         |                                                                                   |     |
|                                             | Teachers                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                                                          |                                         |                                     |         |                                                                                   |     |
| Lesson types                                | Lesson type                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | Lecture                                                  | Tutorial                                | Laboratory                          | Project | Seminar                                                                           | SUM |
|                                             | Number of study hours                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | 60.0                                                     | 30.0                                    | 0.0                                 | 0.0     | 0.0                                                                               | 90  |
|                                             | E-learning hours included: 0.0                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                                                          |                                         |                                     |         |                                                                                   |     |
| Learning activity and number of study hours | Learning activity                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | Participation in didactic classes included in study plan |                                         | Participation in consultation hours |         | Self-study                                                                        | SUM |
|                                             | Number of study hours                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | 90                                                       |                                         | 0.0                                 |         | 30.0                                                                              | 120 |
| Subject objectives                          | The goal of the subject is to acquire knowledge: on the management of business and non-profit entities, conditions and tools for managing people and other resources, the creation of a financial result and aspects of cost management; skills: using decision-making tools in the management process, i.e. planning, organizing, motivating and controlling; competences: developing soft skills, working in a group, asking questions, solving problems in an unconventional way, acting in an entrepreneurial way. |                                                          |                                         |                                     |         |                                                                                   |     |

| Learning outcomes | Course outcome                                                                                                                                                                                                                                                                                                                                                     | Subject outcome                                                                                                               | Method of verification                                                                                                        |
|-------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------|
|                   | [THMU2_U05] formulate and test hypotheses concerning the conditions (natural, social, economic, cultural, legal) of the tourism economy                                                                                                                                                                                                                            | analyzes the conditions of the business environment in terms of market success in the tourism industry                        | [SU4] test/exam - oral or written<br>[SU5] implementation of a problem task                                                   |
|                   | [THMU2_W07] In greater depth, basic principles of creating and developing forms of individual entrepreneurship, using knowledge in the field of socio-economic geography, spatial management, tourism and hospitality and corporate social responsibility, with particular emphasis on responsibility for influencing the local community, environment and culture | lists the organizational and legal forms of economic activity and the conditions of their creation in Polish and European law | [SW3] text preparation/written work<br>[SW5] implementation of a problem task                                                 |
|                   | [THMU2_U09] independently plan own professional or scientific career and direct others in this area                                                                                                                                                                                                                                                                | assesses the tools and principles of starting one's own business, calculates the financial result of a tourist enterprise     | [SU4] test/exam - oral or written<br>[SU5] implementation of a problem task                                                   |
|                   | [THMU2_K05] developing the profession's achievements, maintaining its ethos, following the principles of professional ethics by oneself and demanding it from others                                                                                                                                                                                               | is ready to run a business taking into account the principles of corporate social responsibility                              | [SK1] oral statement/conversation/discussion<br>[SK3] text preparation/written work<br>[SK5] implementation of a problem task |
|                   | [THMU2_K04] thinking and acting in an entrepreneurial way, taking into account the specificity of tourism business                                                                                                                                                                                                                                                 | is ready for conscious entrepreneurial activities and achieving market success in the tourism industry                        | [SK3] text preparation/written work<br>[SK5] implementation of a problem task                                                 |

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| Subject contents                | <ul style="list-style-type: none"> <li>• Lectures</li> <li>1. Management and basic economic categories</li> <li>2. Goal functions, efficiency, efficiency, effectiveness</li> <li>3. Reasons for taking business action</li> <li>4. Management or decision-making</li> <li>5. Management functions</li> <li>6. Organizational and legal forms of business activities</li> <li>7. Financial management</li> <li>8. Quality management</li> <li>9. Human resource management</li> <li>10. Functions and role of business in tourism and hospitality</li> <li>11. Conditions of running a tourist business</li> <li>12. New forms of business ventures in tourism</li> <li>13. Cooperation between business and local administration</li> <li>14. Business plan</li> <li>• Classes</li> <li>1. Stories of entrepreneurs</li> <li>2. Market success factors</li> <li>3. Organization of a tourist enterprise</li> <li>4. Behaviors in the organization</li> <li>5. Financial result, its components and conditions</li> <li>6. Analysis of the company's environment</li> <li>7. Manager tools</li> <li>8. Solving decision problems</li> </ul> |
| Prerequisites and co-requisites | Knowledge, skills, and competences at the general level of undergraduate studies.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |

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| Assessment methods and criteria                                | Subject passing criteria                                                                | Passing threshold                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | Percentage of the final grade |
|                                                                | Tasks (including tests, case studies) assigned during classes, activity during classes. | 51.0%                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | 60.0%                         |
|                                                                | Essay on a given management problem in the tourism business                             | 51.0%                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | 40.0%                         |
| Recommended reading                                            | Basic literature                                                                        | Sotiriadis, M., 2018, The Emerald Handbook of Entrepreneurship in Tourism, Travel and Hospitality : Skills for Successful Ventures. Bingley: Emerald Publishing Limited<br><br>Sinek, S., 2011, Start With Why: How Great Leaders Inspire Everyone to Take Action. Ballantine Books<br><br>Covey, S.R., 2004, 7 Habits of Highly Effective People. Free Press<br><br>Bednarczyk, M. (ed.), 2008, Entrepreneurship in tourism and sport business. Kraków : Fundacja dla Uniwersytetu Jagiellońskiego<br><br>Chudoba, T., 2010, Theory of tourism and tourism management. Warszawa : CeDeWu |                               |
|                                                                | Supplementary literature                                                                | A Complete Guide to Managing Small Business Finances <a href="https://www.aabrs.com/managing-small-business-finances/">https://www.aabrs.com/managing-small-business-finances/</a><br><br>Example of Tourism Business Ideas <a href="https://www.entrepreneur.com/en-za/entrepreneurs/example-of-tourism-business-ideas/335569">https://www.entrepreneur.com/en-za/entrepreneurs/example-of-tourism-business-ideas/335569</a>                                                                                                                                                             |                               |
|                                                                | eResources addresses                                                                    | Adresy na platformie eNauczanie:                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                               |
| Example issues/<br>example questions/<br>tasks being completed |                                                                                         |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                               |
| Work placement                                                 | Not applicable                                                                          |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                               |

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