University of Gdańsk

Subject card

Subject name and code	Marketing in Business, PG_00183847		
Field of study	Sightseeing and Historical Tourism		
Date of commencement of studies	October 2026	Academic year of realisation of subject	2027/2028
Education level	Master's studies	Subject group	Obligatory subject group in the field of study Optional subject group
Mode of study	full-time studies	Mode of delivery	at the university
Year of study	2	Language of instruction	Polish
Semester of study	4	ECTS credits	2.0
Learning profile	academic	Assessment form	credit
Conducting unit			
Name and surname of lecturer (lecturers)	Subject supervisor	dr Urszula Kęprowska	
	Teachers		

Lesson types

Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
Number of study hours	15.0	0.0	0.0	0.0	0.0	15

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	15	2.0	33.0	50

Subject objectives

The aim of the course is to impart knowledge in the broad field of project management and to build students' competence in the area of project initiation and planning and execution.
Students, after learning the techniques of planning the course of projects, proceed to perform tasks related to: initiating, planning individual projects. The implementation of the topics is supplemented by the students' solution of practical case studies focused on the issues undertaken in the topic.

Special emphasis will be placed on the specifics of project planning in small businesses in the tourism sector.

Learning outcomes

Course outcome	Subject outcome	Method of verification
[KiTHMU2_W04] Has in-depth knowledge of selected issues in the field of history and science of management and quality	Knows selected project management issues in depth and knows how to use them	[SW1] oral statement/ conversation/discussion [SW2] presentation/project/paper/ report
[KiTHMU2_U03] Obtains, verifies, critically analyzes and systematizes information on historical sciences, using bibliographies, finding aids, databases and internet resources useful in researching issues related to local history and historical tourism	Obtains, verifies, critically analyses and systematises project and project management information	[SU2] presentation/project/paper/ report
[KiTHMU2_K05] Can think and act in an entrepreneurial manner	Can initiate and plan a project creatively	[SK2] presentation/project/paper/ report
[KiTHMU2_W09] Knows and understands in depth selected issues related to the functioning of the tourism market and various forms of entrepreneurship in tourism	Knows and understands selected project management issues in depth	[SW1] oral statement/ conversation/discussion [SW2] presentation/project/paper/ report

<table>
<tr><td>Subject contents</td><td>Introduction to project management The essence and characteristics of projects The place and role of projects in the activity of a small enterprise The specifics of the activity of a small tourism enterprise Projects in the history of project management Basic parameters of projects Project classification Project management in the activity of a small tourism enterprise Project life cycle

Project initiation and planning Defining project goals and scope Project charter (Project Charter) Project stakeholder analysis Project work breakdown structure (SPP/WBS)

Selected techniques in project planning Schedules Network techniques 2. Project planning using the Critical Path Method (CPM) The essence and main assumptions of the CPM method Network diagram in project planning Time reserves in the CPM method Determination and analysis of the critical path</td></tr>
<tr><td>Prerequisites and co-requisites</td><td></td></tr>
<tr><td>Assessment methods and criteria</td><td><table>
<tr><th>Subject passing criteria</th><th>Passing threshold</th><th>Percentage of the final grade</th></tr>
<tr><td>classroom activities</td><td>51.0%</td><td>40.0%</td></tr>
<tr><td>project presentation</td><td>51.0%</td><td>60.0%</td></tr>
</table></td></tr>
<tr><td>Recommended reading</td><td><table>
<tr><td>Basic literature</td><td>Wysocki R., Efektywne zarządzanie projektami- tradycyjne, zwinne, ekstremalne, OnePress, Gliwice 2018.</td></tr>
<tr><td>Supplementary literature</td><td>1. Pietras P., Szmit M., Project management-selected methods and techniques, Horyzont, Łódź 2003.
2. Trocki M. (red.), Nowoczesne zarządzanie projektem, PWE, Warszawa 2012.
3. Trocki M. (ed.), Planning the course of projects, SGH Publishing House, Warsaw 2015.
4. Wirkus M. et al, Project management, PWE, Warsaw 2014.

5. Sadkowska J., Zarządzanie projektami - perspektywa sukcesu, w: Antonowicz P., Próchniak J., Sadkowska J. (red.), Zarządzanie rozwojem przedsiębiorstwa - Perspektywa nauki i praktyki gospodarczej, tom 2, Wydawnictwo Uniwersytetu Gdańskiego, Sopot 2020, ss. 173-190.</td></tr>
<tr><td>eResources addresses</td><td></td></tr>
</table></td></tr>
<tr><td>Example issues/ example questions/ tasks being completed</td><td>1. preparation of a project charter
2. preparation of a project stakeholder analysis and a strategy for dealing with the various stakeholders
3. preparation of a Gantt chart for the project
4. preparation of a network diagram for the project</td></tr>
<tr><td>Work placement</td><td>Not applicable</td></tr>
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