

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		

Subject contents	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		
Prerequisites and co-requisites			
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	classroom activities	51.0%	40.0%
	project presentation	51.0%	60.0%
Recommended reading	Basic literature	Wysocki R., Efektywne zarządzanie projektami- tradycyjne, zwinne, ekstremalne, OnePress, Gliwice 2018.	
	Supplementary literature	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.	
	eResources addresses		
Example issues/ example questions/ tasks being completed	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		
Work placement	Not applicable		

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