

**Subject card**

<b>Subject name and code</b>	Tourism Business Management, PG_00208615						
<b>Field of study</b>	Tourism and Hospitality						
<b>Date of commencement of studies</b>	October 2026	<b>Academic year of realisation of subject</b>			2026/2027		
<b>Education level</b>	Master's studies	<b>Subject group</b>			Obligatory subject group in the field of study		
<b>Mode of study</b>	full-time studies	<b>Mode of delivery</b>			at the university		
<b>Year of study</b>	1	<b>Language of instruction</b>			English		
<b>Semester of study</b>	2	<b>ECTS credits</b>			4.0		
<b>Learning profile</b>	academic	<b>Assessment form</b>			credit		
<b>Conducting unit</b>	Division of Spatial Studies -> Institute of Socio-Economic Geography and Spatial Management -> Faculty of Social Sciences -> Rector						
<b>Name and surname of lecturer (lecturers)</b>	<b>Subject supervisor</b>		dr Grażyna Chaberek-Kałużniak				
	<b>Teachers</b>						
<b>Lesson types</b>	<b>Lesson type</b>	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	<b>Number of study hours</b>	60.0	30.0	0.0	0.0	0.0	90
	E-learning hours included: 0.0						
<b>Learning activity and number of study hours</b>	<b>Learning activity</b>	Participation in didactic classes included in study plan		Participation in consultation hours		Self-study	SUM
	<b>Number of study hours</b>	90		2.0		8.0	100
<b>Subject objectives</b>	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] Is able to 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 [SU5] implementation of a problem task
	[THMU2_U09] Is able to 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 [SU5] implementation of a problem task
	[THMU2_K04] Is ready to think and act 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 [SK5] implementation of a problem task
	[THMU2_K05] Is ready to develop 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 [SK3] text preparation/written work [SK5] implementation of a problem task
	[THMU2_W07] Knows in greater depth, the conditions, mechanisms and principles of creating and developing forms of individual entrepreneurship, using knowledge in the field of human 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 [SW5] implementation of a problem task

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.

Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	Essay on a given management problem in the tourism business	51.0%	40.0%
	Tasks (including tests, case studies) assigned during classes, activity during classes.	51.0%	60.0%
Recommended reading	Basic literature	<p>Sotiriadis, M., 2018, The Emerald Handbook of Entrepreneurship in Tourism, Travel and Hospitality : Skills for Successful Ventures. Bingley: Emerald Publishing Limited</p> <p>Sinek, S., 2011, Start With Why: How Great Leaders Inspire Everyone to Take Action. Ballantine Books</p> <p>Covey, S.R., 2004, 7 Habits of Highly Effective People. Free Press</p> <p>Bednarczyk, M. (ed.), 2008, Entrepreneurship in tourism and sport business. Kraków : Fundacja dla Uniwersytetu Jagiellońskiego</p> <p>Chudoba, T., 2010, Theory of tourism and tourism management. Warszawa : CeDeWu</p>	
	Supplementary literature	<p>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></p> <p>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></p>	
	eResources addresses		
Example issues/ example questions/ tasks being completed			
Work placement	Not applicable		

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