

SYLLABUS FOR 2023/2024 ENROLLMENT

GENERAL INFORMATION

1. Name of the course

Management

2. Name of the faculty

Department of Tourism and Recreation

3. Level of education

First-cycle studies

4. Number of ECTS credits

3

5. Number of hours per semester

| semester | lecture | classes | lab./flc | prj./pc | self-study | internship |
|----------|---------|---------|----------|---------|------------|------------|
| II | 15 | 30 | | | | |
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| | | | | | | |

6. Language of instruction: English

7. Lecturer

Agnieszka Kozak – PhD

Tomasz Mazurek - msc

DETAILED INFORMATION

8. Access requirements

- Using basic management concepts

9. Objectives of the course

C1 To provide theoretical and practical knowledge of management sciences and related sciences concerning the essence and regularity of organisation functioning.

C2 To develop competences which enable the student to undertake professional work as a manager in various tourist organisations.

C3 To get acquainted with modern methods and techniques of management and their use

10. Field-specific learning outcomes in terms of knowledge, skills and social competences

A student who successfully passed the course:

reference to field-specific learning outcomes

KNOWLEDGE

| | | |
|------|--|-------|
| EU01 | He/she knows and understands to an advanced level various phenomena of social sciences, humanities, exact sciences, natural sciences and physical culture and the practical application of this knowledge in professional activity related to the major | K_W01 |
| EU02 | The student knows and understands conceptual categories and terminology in social sciences, humanities, sciences, natural sciences and physical culture as well as the practical application of this knowledge in professional activity related to the major | K_W02 |
| EU03 | He/she knows and understands the law regulating the functioning of economic entities and physical culture | K_W08 |
| EU04 | He/she knows and understands the structure and functions of the legal, social, economic system, its objectives and organisational functioning | K_W09 |

| SKILLS | | |
|---|---|-------|
| EU05 | Can use specialized knowledge to collaborate with other functional areas in typical professional situations | K_U02 |
| EU06 | Can communicate using different communication techniques in the environment and other environments, using available sources of information including electronic sources | K_U04 |
| EU07 | Can use a foreign language in accordance with the requirements of the European System for the Description of Language Education defined for the B2 level | K_U08 |
| SOCIAL COMPETENCES | | |
| EU08 | Is ready to organise and lead the work of teams and organisations within and outside the work environment | K_K01 |
| EU09 | Is ready to adapt and act in new conditions and situations | K_K06 |
| 11. Programme content | | |
| Form of the activity – Lecture | | |
| <ol style="list-style-type: none"> 1) Basic concepts of management 2) Roles of a manager 3) Scientific management (Taylor, Ford, Fayol, Weber, Mayo, McGregor) 4) Environment of the organisation 5) Organisation strategy 6) Organisation structure 7) motivation 8) Culture of the organisation 9) controlling and controlling 10) Elements of quality management 11) Management models - European, Asian, American | | |
| Form of the activity – Classes | | |
| <ol style="list-style-type: none"> 1) Description of the franchisor and the requirements to be met in order to open your own unit. Briefly describe the type of franchisor's business, including: number of franchise units, size and scope of operation, and requirements to establish a franchise unit, Specify the type of business (retail, manufacturing, service, mixed) 2) Characteristics of the industry, including trends, competition 3) Name and seat of the company 4) Organisational and legal form 5) Type of activity 6) Size of activity and territorial range 7) Characteristics of the company's resources and sources of their financing 8) Characteristics of organisational structure (ways of formal communication) 9) Characteristics of management styles of executives, required skills <p>Strategy of the organization</p> <ol style="list-style-type: none"> a) Mission b) Description of the strategy, domain of activity and strategic advantage c) Strategic goals <ol style="list-style-type: none"> 10) Strategic analysis of the organization made by means of two methods: SWOT, BCG 11) Tree of goals - mission, strategic, tactical and operational goals <p>Control, including control of strategy implementation</p> | | |
| 12. Didactic tools/methods | | |
| 1. Projects and practical exercises | | |
| 2. Presentation | | |

| | |
|---|-----------------|
| 3. Didactic films, consultations | |
| 13. Methods of assessment | |
| 1. Projects and practical exercises | |
| 2. Presentation | |
| 3. Examination and passing with assessment | |
| 14. Student workload | |
| Form of activity | number of hours |
| 1. Classes with direct participation of the teacher and consultations | 55 |
| 2. Student workload | 20 |
| sum | 75 |
| Total number of ECTS credits | 3 |
| 15. Literature | |
| Basic literature: | |
| 1. Griffin R.W. Podstawy zarządzania organizacjami, PWN, Warszawa, 2006 | |
| 2. Korzeniowski L, Podstawy zarządzania organizacjami, Warszawa, Difin, 2011. | |
| Supplementary literature: | |
| 1. Books by B. Tracy - all available to the student e.g. Eat That Frog. Habits worth millions. | |
| 2. Jemielniak M., Latusek D., Zarządzanie teoria i praktyka od podstaw, ćwiczenia (Management theory and practice from scratch, exercises), Publishing House of Leon Koźmiński Academy of Entrepreneurship and Management in Warsaw 2005 | |
| 16. Forms of assessment - details | |
| Conditions for obtaining course credit: Course completion conditions: the course ends with an exam and a pass mark Percentage distribution of assessed effects in categories of knowledge, skills, competences: W - 60%, U - 35%, K - 5% Written assessment to check student's knowledge - Time 60 minutes - 5 problem/descriptive questions. - The condition to obtain a positive mark is 60% of positive answers. - Scoring - each question is scored on a scale from 0 to 1 point. A maximum of 5 points is possible, a minimum of 3 points. - 0 - 2.9 points - unsatisfactory (2.0) - 3.0 - 3.4 sufficient (3.0) - 3.4 - 3.9 sufficient plus (3.5) - 4.0 - 4.4 good (4.0) - 4.5 - 4.9 good plus (4.5) - 5.0 very good (5.0) | |
| A prerequisite for passing the classes is obtaining positive grades for current work based on working out subsequent tasks resulting from the project work plan. In addition, the course credit is based on the submission of a project work based on 13 detailed tasks (printout). Subsequent tasks in the work are evaluated on the basis of: theoretical basis of the task, creativity, use of appropriate tools to describe individual phenomena. | |
| 17. Other useful details concerning the course | |
| 1. Direct information about the issues of classes and a program content is provided by the teacher during classes and during office hours | |
| 2. Classes will be held at John Paul II University in Biała Podlaska or online | |
| 3. Classes will be held in accordance with the current schedule | |
| 4. Office hours will be held in accordance with the applicable schedule | |

