

Subject card

Subject name and code	Sources of business financing, PG_00167953						
Field of study	Sightseeing and Historical Tourism						
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 Humanistic-social subject group		
Mode of study	full-time studies		Mode of delivery		at the university		
Year of study	1		Language of instruction		Polish		
Semester of study	2		ECTS credits		2.0		
Learning profile	academic		Assessment form		credit		
Conducting unit							
Name and surname of lecturer (lecturers)	Subject supervisor		dr Bartłomiej Gabriel				
	Teachers		dr Bartłomiej Gabriel				
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	0.0	15.0	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		4.0		35.0	54
Subject objectives	• To understand the importance of equity and debt capital in the operations of enterprises • To learn about the various sources/forms of financing for businesses along with the application procedures • To understand the criteria/factors for selecting sources of financing • To understand what is the calculation of the optimal structure of financing the enterprise's activities - analysis of benefits and costs associated with the use of selected sources of financing, cost of capital						
Learning outcomes	Course outcome		Subject outcome		Method of verification		
	[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 the functioning of the market for tourism services and forms of tourism business, including financing issues		[SW2] presentation/project/paper/report		
	[KiTHMU2_U11] Independently acquires and deepens knowledge and improves research skills in a structured and systematic manner, undertaking autonomous activities aimed at developing abilities and managing their own professional career		Gains knowledge of business financing with a particular understanding of the financial needs of tourism market enterprises		[SU2] presentation/project/paper/report [SU4] test/exam - oral or written		
	[KiTHMU2_K05] Can think and act in an entrepreneurial manner		Develops entrepreneurial attitudes		[SK2] presentation/project/paper/report		
	[KiTHMU2_W04] Has an in-depth knowledge of selected issues in the field of disciplines to which the field of study is assigned		Is familiar with business terminology in financing		[SW2] presentation/project/paper/report		
	[KiTHMU2_U10] Is able to interact and work in a group, taking on various roles, including managerial ones		Able to assume and execute various roles in a project team		[SU2] presentation/project/paper/report		

Subject contents	• Map of the sources of corporate financing, taking into account the criteria for distribution and characteristics of individual sources • Equity as the main source of business financing - new ways of obtaining equity capital • Foreign capital and the principles of its acquisition • Criteria for selection of sources of business financing • Cost of capital and its determination for individual sources of financing • Weighted average cost of capital in business activities • Selection of the optimal form of business financing • Institutions supporting financing in Poland		
Prerequisites and co-requisites	-		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	Presentation/Case study	51.0%	30.0%
	Project (Pitch deck)	51.0%	50.0%
	Written test	51.0%	20.0%
Recommended reading	Basic literature	Kędzierska-Szczepaniak, A. (2024). Legal changes and the development of the equity crowdfunding market in Poland. Zeszyty Naukowe Politechniki Śląskiej. Organizacja i Zarządzanie, (192).	
	Supplementary literature	Damodaran A. Corporate Finance. Theory and practice. Second edition. Wiley 2001 (later edition preferred) http://people.stern.nyu.edu/adamodar/New_Home_Page/home.htm	
	eResources addresses		
Example issues/ example questions/ tasks being completed			
Work placement	Not applicable		

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