

Subject card

Subject name and code	Corporate Finance Management, PG_00171249						
Field of study	Sightseeing and Historical Tourism						
Date of commencement of studies	October 2024		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	2		Language of instruction		Polish		
Semester of study	3		ECTS credits		3.0		
Learning profile	academic		Assessment form				
Conducting unit							
Name and surname of lecturer (lecturers)	Subject supervisor		dr Bartłomiej Gabriel				
	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		4.0		45.0	64
Subject objectives	The aim of teaching the subject is to master the theoretical foundations of knowledge in the field of modern financial management of the company and the ability to diagnose the financial condition of a company operating on the market of tourist services.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[KiTHMU2_W04] Has an in-depth knowledge of selected issues in the field of disciplines to which the field of study is assigned	- Knows what enterprise finance management is and what elements it includes, - knows what the purpose of financial management is, - knows what the basic principles of financial management are.	[SW4] test/exam - oral or written
	[KiTHMU2_K05] Can think and act in an entrepreneurial manner	Can think and act in a way that results from the knowledge of the principles governing financial management in an enterprise.	[SK4] test/exam - oral or written
	[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 the layout of financial statement in the company, - knows the basic indicators: dynamics, structure, ratio analysis (in the areas of: liquidity, turnover, financing structure, profitability) and their model values.	[SW4] test/exam - oral or written
	[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	-Can assess the values of the main measures determining the financial situation of the company, - knows the basic methods of company valuation and can choose the optimal one in a given situation, -knows what the role of financial planning is and can choose the right methods and model for it.	[SU4] test/exam - oral or written
	[KiTHMU2_U05] Correctly uses the professional terminology appropriate for the disciplines to which the field of study is assigned, both orally and in writing	- Correctly uses the professional terminology appropriate for financial management in speech and writing, - is able to indicate the basic regulations regarding financial reporting.	[SU4] test/exam - oral or written
	[KiTHMU2_K01] Is aware of the scope of their knowledge and workshop skills and are ready for further, continuous development of their professional competences, as well as personal, social and professional competences	Is aware of the scope of her/his knowledge and workshop skills and is ready for further, continuous development of competences in the field of expertise, as well as personal, social and professional competences in the field of financial management in an enterprise.	[SK4] test/exam - oral or written
Subject contents	1. The essence of financial management 2. Financial statements in the company and their preliminary analysis. 3. Financial management in the short term and measurement of its effects (financial liquidity and turnover ratios) 4. Measurement of the capital structure and management effects in the area of the achieved financial surplus (ratio analysis of financing and profitability). 5. Leverages in the management of corporate finances. 6. Financial planning and growth.		
Prerequisites and co-requisites			
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	Written test	51.0%	100.0%
Recommended reading	Basic literature	B. Pomykalska, P. Pomykalski, analiza finansowa przedsiębiorstwa, PWN Warszawa 2017;	
		Brigham E, Houston J., Zarządzanie finansami, PWN Warszawa 2015;	

	Supplementary literature	Bednarski L., Analiza finansowa w przedsiębiorstwie, PWE Warszawa 2007 Biczysko W., Zarządzanie finansami w przedsiębiorstwie turystycznym, Warszawa 2011 A. Bielawska, Nowoczesne zarządzanie finansami Przedsiębiorstw, CH Beck Warszawa 2009 Czekaj J, Dresler Z., Zarządzanie finansami przedsiębiorstw. Podstawy teorii, PWN Warszawa 2011 Sierpińska M., Jachna T., Metody podejmowania decyzji finansowych, analiza przykładów i przypadków, PWN Warszawa 2007
	eResources addresses	Adresy na platformie eNauczanie:
Example issues/ example questions/ tasks being completed	Preliminary analysis of the balance sheet, preliminary analysis of the profit and loss account. Inventory management, receivables management, cash management in the enterprise. Operating leverage, financial leverage, combined leverage in corporate financial management.	
Work placement	Not applicable	

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