

Subject card

Subject name and code	Tourism Business Management, PG_00208615						
Field of study	Tourism and Hospitality						
Date of commencement of studies	October 2026	Academic year of realisation of subject			2026/2027		
Education level	Master's studies	Subject group			Obligatory subject group in the field of study		
Mode of study	full-time studies	Mode of delivery			at the university		
Year of study	1	Language of instruction			English		
Semester of study	2	ECTS credits			4.0		
Learning profile	academic	Assessment form			credit		
Conducting unit	Division of Spatial Studies -> Institute of Socio-Economic Geography and Spatial Management -> Faculty of Social Sciences -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		dr Grażyna Chaberek-Kałużniak				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	60.0	30.0	0.0	0.0	0.0	90
	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	90		2.0		8.0	100
Subject objectives	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"> • Lectures 1. Management and basic economic categories 2. Goal functions, efficiency, efficiency, effectiveness 3. Reasons for taking business action 4. Management or decision-making 5. Management functions 6. Organizational and legal forms of business activities 7. Financial management 8. Quality management 9. Human resource management 10. Functions and role of business in tourism and hospitality 11. Conditions of running a tourist business 12. New forms of business ventures in tourism 13. Cooperation between business and local administration 14. Business plan • Classes 1. Stories of entrepreneurs 2. Market success factors 3. Organization of a tourist enterprise 4. Behaviors in the organization 5. Financial result, its components and conditions 6. Analysis of the company's environment 7. Manager tools 8. Solving decision problems
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 https://www.aabrs.com/managing-small-business-finances/</p> <p>Example of Tourism Business Ideas https://www.entrepreneur.com/en-za/entrepreneurs/example-of-tourism-business-ideas/335569</p>	
	eResources addresses		
Example issues/ example questions/ tasks being completed			
Work placement	Not applicable		

Document generated electronically. Does not require a seal or signature.