



FIND OUT MORE

about

**Tourism and Leisure
Master**

University of Business in Wrocław

STUDENT'S GUIDE

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1. WHY WSH?

The structure and the concept of education in WSH

Currently, education is carried out at four faculties:

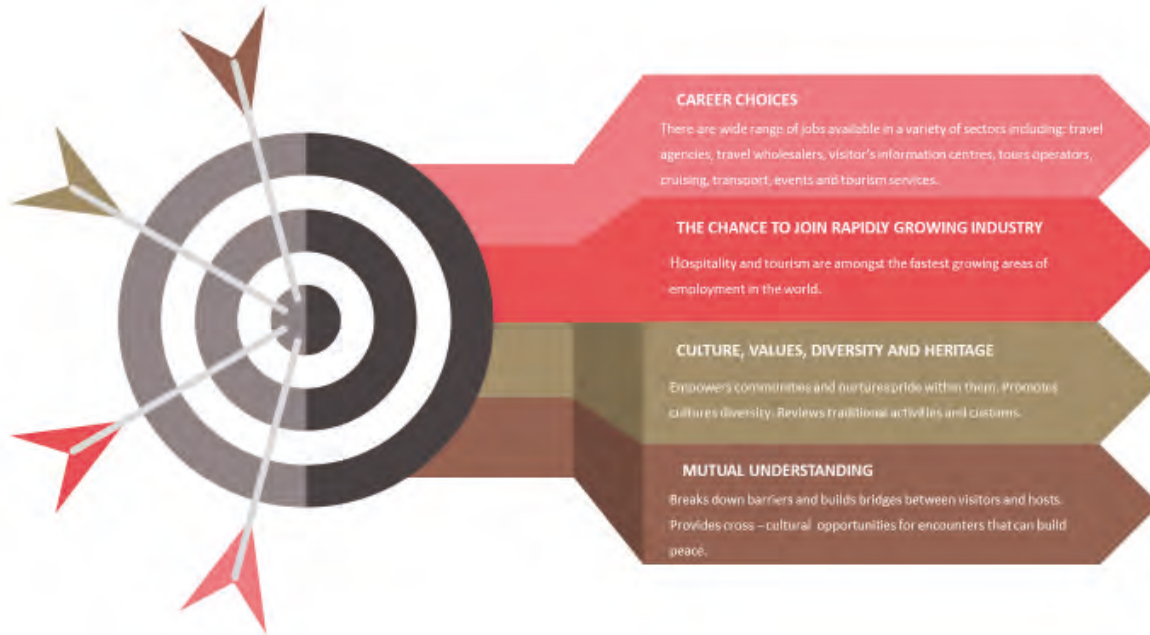
- first cycle (bachelor) studies with a practical profile: IT, Finance and Accounting, Tourism and Leisure, and Management
 - second degree (master's degree, including MBA) with a practical profile: Tourism and Leisure, Management
- In addition, the university offers 20 specialties at post-graduate studies and additionally, post-graduate MBA studies.

DEGREE OF STUDY	BACHELOR 3 years		MASTER 2 years	
COURSE LANGUAGE	POLISH	ENGLISH	POLISH	ENGLISH
MANAGEMENT	✓	✓	✓	✓
TOURISM & LEISURE	✓	✓	✓	✓
COMPUTER ENGINEERING	✓			
FINANCE AND ACCOUNTING	ENGINEER 3,5 YEARS ✓	ENGINEER 3,5 YEARS ✓		
LOGISTIC	ENGINEER 3,5 YEARS ✓			

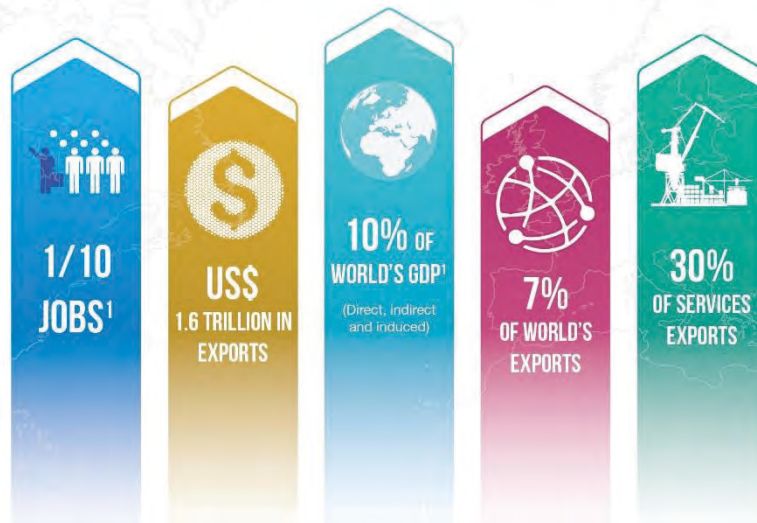
The WSH education system is distinguished by:

- ✓ High quality of education
- ✓ Continuously reviewed and improved program
- ✓ Lecturers and practitioners with extensive experience in education and business
- ✓ Guest lectures with international experts
- ✓ Individual approach to a student
- ✓ The practical nature of education:
 - Cooperation with business practitioners in the creation of the Curricula Program
 - 30 ECTS of internships
 - 50% of practical forms of lectures
 - Lectures outside the University
 - Study tours
 - Modules dedicated to Professional Career Tracking
- ✓ Programs based on the latest trends in the education and business market
- ✓ Focus on innovations and new technologies
- ✓ Emphasis on sustainable development
- ✓ Flexibility in the choice of subjects and specializations (including inter-departmental specializations)
- ✓ English-language based learning paths
- ✓ On Polish-language courses, 25% of classes in English on two levels of English proficiency

2. WHY TOURISM?



WHY TOURISM MATTERS?



¹ Source: World Travel & Tourism Council (WTTTC)

Source: © UNWTO Barometer 2018 - World Tourism Organization (UNWTO), June 2018

3. WHY TOURISM AT WSH?

We offer bachelor's and master's degrees in Tourism and Leisure that enable you to gain knowledge and skills required to work in various positions in the tourism industry. There are a number of reasons to choose us and study Tourism and Leisure at University of Wrocław.

1

Wide range of courses

We offer a business-oriented program with bachelor's and master's degrees to suit your interests and give you better career prospects. Our educational programme has been created in cooperation with business environment and thanks to that you can specialize in the most desired tourism areas in the labour market.

Tourism and Leisure – concept of the study program

WSH University of Business in Wrocław		TOURISM AND LEISURE			
DEGREE OF STUDY	BACHELOR 3 years		MASTER 2 years		
LANGUAGE	POLISH	ENGLISH	POLISH	ENGLISH	
	✓	✓	✓	✓	
SPECIALIZATIONS:	Hotel Business Event Tourism International Tourism Business E-business in Tourism Industry Tourism Entrepreneurship Business		International Tourism and Hospitality Management MICE		
			double degree 		

2

Hands-on experience

Tourism studies focus on learning by practicing, thus, study visits, attractive workshops and trips to companies as well as trips to other cities and abroad. Every year our tourism students participate in the biggest international tourism trade event ITB Berlin. We practise the form of the classes in which a student is an active participant rather than a passive observer thanks to case studies, projects and practical exercises.

3

A world of opportunity

Students are able to take part in trainings and professional internships beyond the borders of the country. They also can study a semester abroad to gather Double Degree in Tourism for Master studies at with Y Schools in Troyes, France or go for the international student exchange to our partner universities around Europe.

4

Better learning

Our courses are taught by teachers and tourism professionals with various business and industry experience. Learning environment is additionally supported by university facilities, library, multimedia equipment and educational initiatives held by university, such as conferences and workshops.

5

More than an education

Our students have a huge range of extra-curricular activities which help them to maximize potential and develop. For instance, they participate in Tourism Science Club, organize events (such as Volvo promo), create city games or take part in engaging projects.



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4. HOW DO I STUDY?

4.1. CURRICULUM BY YEAR

MASTER DEGREE			
semester	5 ECTS		5 ECTS
1st	Foreign Language		Business Competences
1st	3rd	Interdisciplinary Approach of Tourism	Introduction Courses to Management
2nd	Study Tours		Conditions of Tourism Development
2nd	4th	Seminar I	Internship I
2nd	4th	Business Foreign Language	International Tourism
3rd	Tourism Marketing		Seminar II
3rd	Specialization		Internship II
1st	3rd	Professional Coaching	Seminar III
4th	Event Tourism		Internship III
2nd	4th	New Technologies in Specialization	

General Courses
Major Subjects
Specialization



PROGRAM CURRICULLUM

MODE OF STUDY	Course	ECTS		number of hours					ECTS
		compulsory	elective	contacthours			student workload	total	
				lecture	practical form (e.g. exercise, project, seminar etc.)	total			
SEMESTER 1									
Introduction Courses to Management	Management of Organization	3		10	20	30	45	75	3
	Hospitality Management	2		10	10	20	30	50	2
Business Competences	Marketing Management	3		10	20	30	45	75	3
	Intercultural Communication	2			20	20	30	50	2
Foreign Language	German/Spanish/other		2		20	20	30	50	2
	Polish/English/A1 / A2 / B1 / B2		3		30	30	45	75	3
Interdisciplinary Approach of Tourism	Interdisciplinary Approach of Tourism	2		14	6	20	30	50	2
	Economic, Social and Spatial Aspects of Tourism	3		18	12	30	45	75	3
Conditions of Tourism Development	Tourism Destination Management	3		14	16	30	45	75	3
	Tourism Regions	2		10	10	20	30	50	2
	Green Tourism	2		10	10	20	30	50	2
	Conditions of International Tourism Development in Poland, Lower Silesia	3		14	16	30	45	75	3
TOTAL SEMESTER 1		25	5	110	190	300	450	750	30
SEMESTER 2									
Business Foreign Language	Foreign Language in Tourism Industry		5		50	50	75	125	5
Study Tours	Assessment of Tourism Development in the Region - Present State and Development Perspectives (Study Tour)		5	10	40	50	75	125	5
International Tourism	Project Management in Practice	2		6	14	20	30	50	2
	CSR in the Hospitality Industry	2		10	10	20	30	50	2
	International Hotel Chains	3		18	12	30	45	75	3
	New Trends in Tourism and Hospitality	3		20	10	30	45	75	3
Internship I	International Tourism and Hospitality Management		5		140	140	0	140	5
Seminar I	Seminar I		5		60	60	50	110	5
TOTAL SEMESTER 2		10	20	64	336	400	350	750	30

SEMESTER 3										
Tourism Marketing	Tourism Marketing		2		10	10	20	30	50	2
	Managing Public Relations		3		8	22	30	45	75	3
Seminar	Seminar II			5		60	60	50	110	5
Internship II	International Tourism and Hospitality Management	MICE		5		140	140	0	140	5
Specialization	Management of Accommodation Services	MICE Associations		2	10	10	20	30	50	2
	Management of Hotel Gastronomy Service	Conferences and Congress Organization		2	10	10	20	30	50	2
	Management of Additional Hotel Services	Organization of exhibitions and trades		2	10	10	20	30	50	2
	Revenue Management in the Hotel	Organization of Incentive Tours		2	4	16	20	30	50	2
	Controlling	Mega-Events Organization		2	4	16	20	30	50	2
	Business plan in the Hospitality Management	Business plan in MICE		2	6	14	20	30	50	2
	Research and Creation of Hotel Market	Research and Creation of MICE		3	12	18	30	45	75	3
TOTAL SEMESTER 3			5	25	74	326	400	350	750	30
SEMESTER 4										
Professional Coaching	Teambuilding and Leadership		2		6	14	20	30	50	2
	Design Thinking		2			20	20	30	50	2
	Business Skills and Competences Assesment		1			10	10	15	25	1
Event Tourism	ITB in Berlin		3		10	20	30	45	75	3
	International Tourism Trades and Conferences		3		14	16	30	45	75	3
	Organization of Tourism Event - project		4		10	30	40	60	100	4
New Technologies in Specialization	Social Media in the Hospitality Management	Social Media in MICE		2	10	10	20	30	50	2
	Photo and Video in the Hospitality Management	Photo and Video in MICE		3		30	30	45	75	3
Seminar	Seminar III			5		60	60	50	110	5
Internship III	International Tourism and Hospitality Management	MICE		5		140	140	0	140	5
TOTAL SEMESTER 4			15	15	50	350	400	350	750	30
TOTAL			55	65	298	1202	1500	1500	3000	120

4.2. LIST OF COURSES

MODE OF STUDY: INTERDUCTION COURSES TO MANAGEMENT	COURSE: Management of Organization	
	COURSE OBJECTIVES:	
	<ol style="list-style-type: none"> 1. To pass current and complex knowledge about theories, methods and techniques of managing organizations. 2. To acquire students with skills to critically identify, analyze and design organizational processes and decisions by the use of contemporary theories of management, to train them for fulfilling their management role. 3. To develop students' skills to independent acquiring knowledge and effective cooperation in teams to generate and implement new solution improving overall organizational performance. 	
	LEARNING OUTCOMES:	
	<ol style="list-style-type: none"> 1. Student knows contemporary theories and approaches to managing different types of organizations and its relations with social sciences. 2. Student knows contemporary concepts of leadership and decision-making processes. 3. Student applies appropriate theories and use tools to solve complex organizational problems and efficient manage all organizational element, taking account resistance towards changes. 4. Student can work in a team, present his solutions and efficiently lead team members in the name of achieving goals. 5. Student independently undertakes analyses and research in relation to the management of organizations and can predict effects of his actions. 6. Student understands the meaning of knowledge in solving complex organizational problems and the necessity of continuous learning. 	
	COURSE CONTENT	
	LECTURE:	PRACTICAL FORM - WORKSHOP:
	<ol style="list-style-type: none"> 1. Introduction to Organizational Management. Managerial functions. Model of Organization. Organizational Cycle. 2. Managerial Roles and Skills. Managerial Decision Making. 3. Organizational Structures. 4. Organizational Change. Resistance towards changes. Achieving High Performance. 5. Management theories and methods. 	<ol style="list-style-type: none"> 1. Introduction to management and organizations. 2. Organizational cycle. 3. Managerial functions, process of strategic planning in organizations. 4. Process of decision making. Decision tree. 5. Process of decision making. 6. Designing Organizational structures. 7. Designing Relationship Map. 8. Organizational Change. Problem approach. 9. Contemporary management methods.
	ASSESMENT: knowledge test, active participation during the workshops	
	DIDACTICAL METHODS: lecture with multimedia presentation; case-study, collaborative team assignment, class discussion	
COMPULSORY READINGS:		
<p>Griffin, R.W., Philips, J.M (2015) Organizational Behaviour: Managing People and Organizations 12. Edition. Cengage Learning</p> <p>Robbins, S.P., Coulter, M. (2018) Management, 14 editions. Pearson</p> <p>Griffin, R.W. (2017) Management, 12 edition. Cengage Learning</p> <p>Bateman, T.S, Snell, S.A. (2017) Management: Leading & Collaborating in a Competitive World, 12 edition. McGraw Hill</p> <p>Jones, G.R., George, J.M. (2018) Contemporary Management, 10 edition. McGraw Hill</p>		



COURSE: Hospitality Management		
MODE OF STUDY: INTERODUCTION COURSES TO MANAGEMENT	COURSE OBJECTIVES: <ol style="list-style-type: none"> 1. To provide an overview of the hospitality and tourism industry, its growth and development, industry segments and their distinguishing characteristics, trends and current concerns. 2. To introduce students to career opportunities and the employability skills needed to succeed in specific hospitality fields. 	
	LEARNING OUTCOMES: <ol style="list-style-type: none"> 1. Student knows the key factors responsible for the growth and development of hospitality and tourism. 2. Student describes the current trends and challenges faced by the hospitality and tourism industry, in the context of global economic, environmental, health and other social concerns. 3. Student discusses hotel classifications and describe the different types of hotel ownership and development, i.e. franchising and management contracts. 4. Student discusses the importance of effective leadership and management, and the characteristics of effective leaders in the hospitality industry. 5. Student identifies possible career paths for hospitality graduates with emphasis on the vast opportunities open to those who possess the knowledge, skills and personal qualities expected of potential industry leaders. 6. Student is familiar with life-long-learning practice in case of the hospitality industry. 	
	COURSE CONTENT	
	LECTURE: <ol style="list-style-type: none"> 1. Introduction to the hospitality 2. Hotel Business – the guidelines. 3. Hotel’s services. 4. Hotel’s ownership and classification. 5. Generators of tourism destinations. 	PRACTICAL FORM - WORKSHOP: <ol style="list-style-type: none"> 1. Case study: Incredible Accommodation Establishments.
	ASSESMENT: knowledge test, active participation during the workshops	
	DIDACTICAL METHODS: lecture with multimedia presentation; case-study, collaborative Team Assignment, class discussion	
	COMPULSORY READINGS: Walker, J.R. (2018) Introduction to Hospitality, Global Edition, 7/E. Pearson Brotherton, B. (2010) Researching Hospitality and Tourism – A Student guide. SAGE Cook, R. A.,Hsu, C. H. C., Taylor, L. L. (2018) Tourism. The Business of Hospitality and Travel. Pearson	



MODE OF STUDY: BUSINESS COMPETENCES	COURSE: Marketing Management	
	COURSE OBJECTIVES:	
	<ol style="list-style-type: none"> 1. To familiarize with marketing management principles as a strategic and tactical business concept (strategy formulation, tool selection, result control and evaluation). 2. To develop skills needed to manage an enterprise in various aspects of its business - as a starting point by adopting a customer orientation. 3. To shape social competencies for the correct setting of goals, the selection of means for marketing tasks, and the control of the organization. 	
	LEARNING OUTCOMES:	
	<ol style="list-style-type: none"> 1. Student is familiar with modern marketing management principles, concepts and methods of measuring the management of business performance. 2. Student knows the mechanisms of consumer behaviour in the market and market research methods. 3. Student has detailed knowledge of the elements of marketing mix and their application in various types of marketing. 4. Student has all the necessary skills to plan a marketing strategy for an organization. 5. Student is able to use and correlate techniques used to plan an effective strategy of integrated marketing communication. 6. Student develops interpersonal competences and team building skills. 	
	COURSE CONTENT	
	LECTURE:	PRACTICAL FORM - WORKSHOP:
	<ol style="list-style-type: none"> 1. Marketing concept in the 21st century. 2. Marketing management process. 3. Market segmentation as a determinant of marketing strategy. 4. Marketing program instruments. 5. Organization and control of marketing activities within an enterprise. 	<ol style="list-style-type: none"> 1. Analysis of marketing environment - information and relational aspect. 2. Customer Relationship Management. 3. Brand equity management. 4. Marketing communication management. 5. Customer Experience Management. 6. Developing a group project on a given topic.
	ASSESSMENT: knowledge test, presentation, active participation during the workshops	
	DIDACTICAL METHODS: lecture with multimedia presentation; case-study, teamwork project	
	COMPULSORY READINGS:	
	Moutinho, L., Southern, G. (2010) Strategic marketing management: a business process approach, Cengage Learning Kasper, H., van Helsdingen, P., Gabbott, M. (2006) Services Marketing Management: a strategic perspective, John Wiley & Sons Ltd. Peter, J.P., Donnelly, J.H. (2012) Marketing Management. Knowledge and Skills, 11th edition. McGraw-Hill/Irwin	
	COURSE: Intercultural Communication	
	COURSE OBJECTIVES:	
	<ol style="list-style-type: none"> 1. To present and define terms and concepts related to communication and cross-cultural issues in communication. 2. To present and understand the different cultural variables which influence the communication process. 	
LEARNING OUTCOMES:		
<ol style="list-style-type: none"> 1. Student gets to know different cultures and their way of communication. 2. Student is familiarized with different cultures and their impact on the business environment. 3. Student understands cultural differences in communication. 4. Student is aware of cultural differences and their impact on the business environment. 5. Student is able to work and cooperate in the intercultural environment. 		
COURSE CONTENT		
LECTURE:	PRACTICAL FORM:	
<ol style="list-style-type: none"> 1. Introduction to the Cross-Cultural Communication. 2. Psychographic personality types. 3. Culture shock. 4. Cultural Iceberg. 5. How do cultural differences affect the way we work. 	<ol style="list-style-type: none"> 1. Introduction to the Cross-Cultural Communication. 2. Psychographic personality types. 3. Culture shock. 4. Cultural Iceberg. 5. How do cultural differences affect the way we work. 	
ASSESSMENT: exam		
DIDACTICAL METHODS: lecture with multimedia presentation, case-study, tasks with a usage of Google forms and webpages		
COMPULSORY READINGS:		
Hosstede, G., Hofstede, G.J., Monkov, M. (2010) Cultures and Organizations. Mc Grow Hill Spack, R. (2010) Guidelines – A Cross-Cultural Reading and Writing. Cambridge		

MODE OF STUDY: FOREIGN LANGUAGE	COURSE: Chosen Foreign Language
	COURSE OBJECTIVES:
	<ol style="list-style-type: none"> 1. To develop listening and reading comprehension skills. 2. To carve out an ability to compose written statements (e-mails, reports, surveys, offers, formal and informal lists, selected financial documents, reports, etc.). 3. To develop communications skills in everyday and professional life (meetings, travel, negotiation, presentations, etc.).
	LEARNING OUTCOMES:
	<ol style="list-style-type: none"> 1. Student understands verbal statements in a foreign language (e.g. business commands, communications, telephone conversations, presentations, reports, etc.). 2. Student understands general written texts (e.g. e-mails, articles, reports, documents, case studies, etc.). 3. Student uses a proper forms, written expressions and can apply them to the given situation. 4. Student can participate in conversations on daily and professional basis.
	COURSE CONTENT
	PRACTICAL FORM - WORKSHOP:
	<ol style="list-style-type: none"> 1. Humanities and social sciences. 2. Why are we learning? 3. University structure. 4. The role of work in our lives. Job fairs. 5. We are saving - revising numerals. 6. Christmas in Poland - customs. 7. "How much does the Trojan horse weigh" - screening of the film. 8. Threats to the modern world. 9. Consolidation of grammar forms learned; Exercises to improve speaking fluency. 10. Revision of lexical and grammar structures.
	ASSESSMENT: exam
	DIDACTICAL METHODS: frontal method, group work, individual work, presentation, case study, text analysis, discussion
	COMPULSORY READINGS:
	Serenty A. (2008) Per aspera ad astra. Podręcznik do nauki języka polskiego. Ćwiczenia rozwijające sprawność czytania (C1). Towarzystwo Autorów i Wydawców Prac Naukowych Universitas
	COURSE: Polish for Foreigners
	COURSE OBJECTIVES:
	<ol style="list-style-type: none"> 1. To develop listening and reading comprehension skills. 2. To carve out an ability to compose written statements (e-mails, reports, surveys, offers, formal and informal lists, selected financial documents, reports, etc.). 3. To develop communications skills in everyday and professional life (telephone conversations, meetings, travel, negotiation, presentations, etc.).
	LEARNING OUTCOMES:
<ol style="list-style-type: none"> 1. Student understands verbal statements in a Polish (e.g. business commands, communications, telephone conversations, presentations, reports, etc.). 2. Student understands general written texts (e.g. e-mails, articles, reports, documents, case studies, etc.). 3. Student can actively participate in conversations on daily and professional basis. 	
COURSE CONTENT	
PRACTICAL FORM - WORKSHOP:	
<ol style="list-style-type: none"> 1. Discussion of the semester work plan. Introducing yourself. 2. Freetime. Routine activities. 3. Family. Interpersonal relations. 4. People. Person description - external appearance and personality traits. 5. Job. Professions, official duties. 6. Plans for the future. Ways to express the future. 7. Travelling and tourism. 8. Exercises to improve speaking fluency - student presentations. 9. Revision of lexical-grammar material. 	
ASSESSMENT: exam	
DIDACTICAL METHODS: problem-solving discussion, brainstorming, case study, listening to tape recordings, description, talk, work with a book	
COMPULSORY READINGS:	
Madelska, L. (2012) Praktyczna gramatyka języka polskiego. Towarzystwo Autorów i Wydawców Prac Naukowych Universitas	

MODE OF STUDY: INTERDISCIPLINARY APPROACH OF TOURISM	COURSE: Interdisciplinary Approach of Tourism	
	COURSE OBJECTIVES:	
	1. To familiarize students with the Tourism as subject of interdisciplinary science, practice and business.	
	LEARNING OUTCOMES:	
	1. Student knows, specifies and understands the social, psychological and cultural conditions of tourism development.	
	2. Student knows, specifies and understands the economic, geographic, environmental and cultural aspects of tourism.	
	3. Student has an ability through own work to develop the integration of knowledge to deal with complex problems and to formulate judgments in tourism and hospitality.	
	4. Student can argue to prove selected approach of tourism and their impacts.	
	5. Students know how to study and work in groups as much as independently in order to participate and develop scientific research and development activities.	
	COURSE CONTENT	
	LECTURE:	PRACTICAL FORM - WORKSHOP:
	1. Introduction.	1. Focus on Geographical Approach.
2. Interdisciplinary Approach of Tourism – overview.	2. Focus on Economic Approach.	
3. Focus on Geographical Approach.	3. Focus on Sociological Approach.	
4. Focus on Economic Approach.		
5. Focus on Sociological Approach.		
6. Focus on Psychological Approach.		
ASSESSMENT: exam		
DIDACTICAL METHODS: multimedia presentation, case-study, tasks with usage of Eurostat, stat.gov.pl, maps and plans, Google Forms / Sites		
COMPULSORY READINGS:		
Fletcher, J., Fyall, A., Gilbert, D., Wanhill, S. (2018) Tourism: Principles and practice (6th ed.). Harlow: Pearson Education Ltd.		
Cook, R. A., Hsu, C. H. C., Taylor, L. L. (2018) Tourism. The Business of Hospitality and Travel. Pearson		
Webpages: https://ec.europa.eu/eurostat/ ; www.stat.gov.pl		
COURSE: Economic, Social and Spatial Aspects of Tourism		
COURSE OBJECTIVES:		
1. To transfer in-depth knowledge of economic, socio-cultural relations and spatial tourist issues.		
2. To develop skills in assessing the place and role of tourism in the global, national, regional and local economy and tourism management in the areas of tourist reception, regarding economic, social and environmental aspects.		
3. To develop social competences and attitudes creating and supporting responsible development of tourist services while maintaining the principles of sustainable development.		
LEARNING OUTCOMES:		
1. Student has knowledge about the development of tourism and its economic, socio-cultural and environmental consequences.		
2. Student knows methods and tools for assessing the structural, functional resources of tourism potential of areas.		
3. Student has the ability to synthetically capture and understand the problems of modern tourism, the consequences of its development and changes occurring under its influence.		
4. Student is able to define and interpret the factors determining the development of tourism and consumer behavior on the tourist services market.		
5. Student independently supplements knowledge and skills, sets priorities and implements tourism activities in a responsible and sustainable manner.		
COURSE CONTENT		
LECTURE:	PRACTICAL:	
1. Tourism in 2019 - volume of tourist traffic, spatial distribution, main areas of reception and emissions.	1. The level of tourism development of Lower Silesia in the context of selected indicators of its development in comparison with other regions in Poland.	
2. Tourism as a spatial phenomenon. Tourist urbanization and development of coastal and mountain areas.	2. Tourism as a factor of spatial, socio-cultural and economic changes in the modern world - examples and discussion (Seychelles, United Arab Emirates, Thailand, Mexico, China, Malaysia, Canada, Japan, South Korea, India, Spain, USA, Turkey, Mexico, Costa Rica, Dominican Republic).	
3. Tourist space. The life cycle of a tourist destination.		
4. Economic effects of tourism development. Multiplier effect. Satellite tourism bill.		
5. Negative effects of tourism development.		
6. Socio-cultural effects of tourism development.		
ASSESSMENT: exam		
DIDACTICAL METHODS: multimedia presentation; team work on the project, task solving, practical exercise		
COMPULSORY READINGS:		
Mason, P. (2003) Tourism Impacts, Planning and Management. Butterworth-Heinemann		
Cook, R. A., Hsu, C. H. C., Taylor, L. L. (2018) Tourism. The Business of Hospitality and Travel. Pearson		
Williams, S. (1998) Tourism Geography. Routledge		

MODE OF STUDY: CONDITIONS OF TOURISM DEVELOPMENT	COURSE: Tourism Destination Management	
	COURSE OBJECTIVES:	
	<ol style="list-style-type: none"> 1. To know the current issues affecting the Tourism Industry worldwide. 2. To familiarize with the new and growing concepts in the International Tourism Industry. 3. To use new management practices and new technologies in Tourism. 	
	LEARNING OUTCOMES:	
	<ol style="list-style-type: none"> 1. Student has in depth knowledge about the development of tourism and its consequences. 2. Student develops on understanding of the principles, different approaches and applicable strategies in tourism industry and alternative tourism products. 3. Student discusses and identifies new trends, new technologies and challenges for hospitality and travel industry. 4. Student evaluates the contribution and impacts of trends s in different tourism aspects. Has extended knowledge of typical types of structures and institutions in tourism and leisure, and in-depth knowledge in relation to selected structures and institutions in tourism and leisure. 5. Student appreciates the ethical and sustainability issues associated with the operation and development of tourism industry. Develops and spread his/her knowledge about tourism and hospitality industry. 	
	COURSE CONTENT	
	LECTURE:	PRACTICAL FORM - WORKSHOP:
	<ol style="list-style-type: none"> 1. Admission tourism management. 2. Tourism management in Poland. 3. World tourism management. 4. The role of regional and local tourist organizations. 5. Place marketing - basic assumptions. 6. Negative effects of excessive tourist growth. 7. Tourism in the future. 	<ol style="list-style-type: none"> 1. Tourism management in the city and region. Analysis of good examples - Australia, Switzerland. Canada. Polish ROTs, Flights. 2. Place marketing. Marketing tools used in ATL and BTL. Social media marketing. Analytical tools. 3. Future tourism – case studies.
	ASSESSMENT: exam	
	DIDACTICAL METHODS: lecture with multimedia presentation; case-study, project	
COMPULSORY READINGS:		
<p>Fletcher, J., Fyall, A., Gilbert, D. & Wanhill, S. (2018) Tourism: Principles and practice (6th ed.). Harlow: Pearson Education Ltd.</p> <p>UNWTO Tourism Highlights (2018). Available At: https://www.e-unwto.org/doi/pdf/10.18111/9789284419876</p> <p>Mason, P. (2010) Tourism impacts, planning and management. Oxford : Elsevier Butterworth-Heinemann</p>		
COURSE: Tourism Regions		
COURSE OBJECTIVES:		
<ol style="list-style-type: none"> 1. To get to know the definitions and criteria for determining tourist regions at the country, continent and world scale. 2. To understand the size, nature and forecasts of tourism in the micro-, meso- and macro-regions of the world. 3. To get to know the most important tourist assets, types of tourism and tourists, as well as developing skills in analyzing tourist movement in the tourist regions of Poland and Europe and of the world. 		
LEARNING OUTCOMES:		
<ol style="list-style-type: none"> 1. Student knows the trends and conditions of tourism development in the micro, meso- and macro-regions of the world. 2. Student is familiar with tourism potential of the regions in different scales. 3. Student is able to indicate the relationship between tourist attractiveness and potential with the volume and types of tourist movement. 4. Student correctly identifies and resolves dilemmas related to the conditions and trends of tourism development in the world. 5. Students is able to independently and critically gather new knowledge and skills, uses variable sources of knowledge. 		
COURSE CONTENT		
<ol style="list-style-type: none"> 1. Tourism regionalization. International tourism Movement. 2. Tourism regionalization of Poland. Main tourism assets, potential and tourism infrastructure of tourism regions: Poland; Central and Eastern Europe; North Europe; Western Europe; South Europe. 3. Macro-tourism Regions according to UNWTO, its classification and brief characteristic. 	<ol style="list-style-type: none"> 1. Main tourism assets, potential and tourism infrastructure of Americas. 2. Main tourism assets, potential and tourism infrastructure of Asia and Pacific. 3. Main tourism assets, potential and tourism infrastructure of Africa. 4. Main tourism assets, potential and tourism infrastructure of Middle East. 	
ASSESSMENT: exam		
DIDACTICAL METHODS: lecture with multimedia presentation, case-study		
COMPULSORY READINGS:		
<p>Fletcher, J., Fyall, A., Gilbert, D. & Wanhill, S. (2018) Tourism: Principles and practice (6th ed.). Harlow: Pearson Education Ltd.</p> <p>UNWTO Tourism Highlights (2018). Available at: https://www.e-unwto.org/doi/pdf/10.18111/9789284419876</p> <p>Wyrzykowski, J., Widawski, K. (2017) The Geography of tourism of Central and Eastern European Countries. Springer</p>		

COURSE: Green Tourism

COURSE OBJECTIVES:

1. To familiarize the student with the concepts, principles, stakeholders, themes and issues in green tourism development.
2. To elicit analytical and critical thinking in order to be able to assess the critical elements necessary to establish tourism as a significant component of a nation's economic development process.

LEARNING OUTCOMES:

1. Student knows the main concepts, principles, instruments, stakeholders, themes and issues in green tourism development.
2. Student has the ability of the critical thinking necessary to establish tourism as a significant component of a nation's economic development process.
3. Student becomes part of ongoing dialogues on developments for the future of tourism.

COURSE CONTENT

LECTURE:

1. Introduction to Green Tourism.
2. Why does the Tourism matter?
3. Environmental impact of tourism (positive + negative).

PRACTICAL FORM - WORKSHOP:

1. Case studies: 2017 Year of Sustainable Tourism: Circular Economy; Climate Change; Waste; Water; Food; Wildlife; Protected Areas; Oceans; Transport; Migration.

ASSESSMENT: exam

DIDACTICAL METHODS: lecture with multimedia presentation; case-study

COMPULSORY READINGS:

Smith, J. (2018) Transforming Travel - Realising the potential of sustainable tourism. Travindy
 Weaver, D. (2006) Sustainable tourism: theory and practice. Elsevier Butterworth-Heinemann
 The International Ecotourism Society (TIES). Available at: www.ecotourism.org
 National Geographic Centre for Sustainable Destinations: www.travel.nationalgeographic.com/travel/sustainable
 Sustainable Tourism Gateway. Available at: www.gdrc.org/uem/eco-tour/st-tools.html
 UNWTO Data. Available At: www.unwto.org/
 World Travel and Tourism Council (WTTC). Available at: www.wttc.org/
 UNESCO Sustainable Tourism Programme. Available at: whc.unesco.org/en/sustainabletourism

COURSE: Conditions of International Tourism Development in Poland, Lower Silesia

COURSE OBJECTIVES:

1. To familiarize with knowledge regarding the geographical determinants of inbound tourism development, with particular emphasis on the geographical environment of Poland and Lower Silesia.
2. To understand the procedure for selecting attractions with the highest potential for the development of inbound tourism in Poland and Lower Silesia for the formulation of its development strategy.
3. To develop skills in order to analyze the potential and assess the current state of development of the offer for international tourism on the example of a selected type of tourism in Poland and Lower Silesia.

LEARNING OUTCOMES:

1. Student knows the basic types and categories of geographical determinants of international tourism development.
2. Student knows the most important conditions of the attractiveness of Poland and Lower Silesia for the development of international tourism.
3. Student possesses the ability to assess the potential for the development of international tourism for a selected tourist area and indicate priority resources (attractions, hotel resources, transport accessibility).
4. Student possesses the ability to assess the competitive advantages of the tourism area on the international market pointing out its weaknesses in the context of formulating development strategies.
5. Student can point out the strengths and weaknesses of Poland and Lower Silesia on the international tourism market.
6. Student possesses the ability to prepare a report on the potential and development status of the offer of the selected type of tourism for the target area for an English speaking international recipient.

COURSE CONTENT

LECTURE:

1. General geographic conditions for the development of international tourism in Poland.
2. Values of the Polish environment.
3. Values of the Polish cultural environment.
4. Geographic conditions of Lower Silesia for the development of inbound tourism.

PRACTICAL FORM - WORKSHOP:

1. Discussion regarding the forms of crediting practicals.
2. Work on collecting the subject literature.
3. Work on text.
4. Individual work.
5. Analyses and potential assessment.
6. Development analysis of organized tourism offers.

ASSESSMENT: individual work - developing a report on a selected type of tourism in the context of assessing the potential and degree of development of the offer for foreign tourism on the example of communication in English

DIDACTICAL METHODS: lecture with multimedia presentation, case study, discussion, student's own preparation of a written report in English on a selected topic

COMPULSORY READINGS:

Wyrzykowski, J., Widawski, K. (2018) The Geography of tourism of Central and Eastern European Countries. Springer

COURSE: Project Management in Practice

COURSE OBJECTIVES:

1. To utilize a simulated team project to manage a project's life cycle.
2. To learn how to lead a project in the context of building effective project teams and maintaining stakeholder relationships.
3. To learn and apply basic project management concepts including triple constraint, planning, scheduling, work breakdown structures and project control.

LEARNING OUTCOMES:

1. Student becomes familiar with and be able to apply different PM tools.
2. Student is able to explain the project life cycle and the activities within each phase of the cycle.
3. Student is able to appropriately resource load a project.
4. Student is able to work and cooperate in the intercultural environment.
5. Student becomes a part of ongoing dialogues on developments for the future of business.

COURSE CONTENT

LECTURE:

1. Introduction and Course Background, Identifying Problems, Structuring Problems.
2. Analyzing Problems, Communicating Solutions.
3. Managing the Problem-Solving Process.
4. Course wrap-up.

PRACTICAL FORM - WORKSHOP:

1. Kick-off group final assignment.
2. Working time for final group assignment.
3. Presentations of final group assignment.

ASSESSMENT: exam

DIDACTICAL METHODS: multimedia presentation, active participation during the workshops

COMPULSORY READINGS:

Verzuh, E.(2008) The Fast Forward MBA in Project Management. VILEY
 Hyttinen, K. (2017) Project Management Handbook. Laurea Julkaisut. Available at:
https://www.researchgate.net/publication/320101542_PROJECT_MANAGEMENT_HANDBOOK

COURSE: CSR in the Hospitality Industry

COURSE OBJECTIVES:

1. To learn the principle theories of Corporate Social Responsibility (CSR).
2. To understand how CSR applies in the tourism and hospitality sectors.
3. To link a theory and business practice with implementation with stakeholders and society.

LEARNING OUTCOMES:

1. Student knows the meaning and importance of Corporate Social Responsibility.
2. Student understands a role of stakeholders in CSR.
3. Student can compare and contrast the multiple viewpoints and tradeoffs that exist in the area of CSR in hospitality.
4. Student understands the impact of CSR on the social, cultural and natural environment.
5. Student is aware of CSR in the hospitality industry.

COURSE CONTENT

LECTURE:

1. Communication & Marketing.
2. Overtourism.
3. Certification & Measurement.
4. Employment.
5. SDGs and Tourism.
6. Human Rights.
7. Accessible Tourism.
8. Community Engagement.
9. Social Entrepreneurship in Tourism.
10. Sharing Economy and Tourism.

PRACTICAL FORM - WORKSHOP:

1. CSR & Climate change.
2. CSR in the European Strategy – initiatives of European Cities Marketing.
3. CSR in the hospitality industry – best practices and critical approaches.
4. Food waste management.
5. Ethics & CSR.
6. The relation between CSR and employee engagement (motivation, well-being, work-life balance etc.)
7. Measuring consumer perception of CSR in tourism. CSR and loyalty.
8. Social responsibility towards community: voluntourism.
9. CSR development process in Tourism: heritage tourism.
10. Social responsible practices in Tourism: a gender perspectives.

ASSESSMENT: exam

DIDACTICAL METHODS: multimedia presentation, case-study

COMPULSORY READINGS:

Smith, J. (2018) Transforming Travel - Realising the potential of sustainable tourism. Travindy
 Brotherton, B. (2010) Researching Hospitality and Tourism – A Student guide. SAGE
 Global Code of Ethics for Tourism (1999). Available at: <https://www.unwto.org/global-code-of-ethics-for-tourism>

COURSE: International Hotels Chains**COURSE OBJECTIVES:**

1. To learn about hotel business and its services, function and targets.
2. To understand the background of hotel business to be launched, targeting and positioning on the market and contemporary features and trends.

LEARNING OUTCOMES:

1. Student identifies and describes different services offered in hotels.
2. Student explains the background of hotel business to be launched, targeting and positioning on the market and contemporary features and trends.
3. Student interprets and describes the specific features of the selected types of businesses.
4. Student becomes a part of ongoing dialogues on developments for the future of tourism.

COURSE CONTENT**LECTURE:**

1. Introduction to the International Hotel Chains.
2. The factors of the international hotel chains' forming.
3. Development and expansion of international hotel chains.

PRACTICAL FORM - WORKSHOP:

1. Characteristics of the biggest hotel groups and their brands – student's presentations.
2. Hostel chains – new trend in hospitality industry. Main features, spatial distribution and the possibilities of future development in Poland.

ASSESSMENT: exam**DIDACTICAL METHODS:** lecture with multimedia presentation, case-study**COMPULSORY READINGS:**

Kotler, P., Bowen, J.T., Makens, J.C.(2005) Marketing for Hospitality and Tourism. Pearson Edu
 Dasgupta, D.(2016) Tourism Marketing. Pearson
 Ivanova, M., Ivanov, S., Magnini V. P. (2017) The Routledge Handbook of Hotel Chain Management. Routledg

COURSE: New Trends in Tourism and Hospitality**COURSE OBJECTIVES:**

1. To know the current issues affecting the Tourism Industry worldwide.
2. To understand the new and growing concepts in the International Tourism Industry.
3. To use new management practices and new technologies in Tourism.

LEARNING OUTCOMES:

1. Student understands the importance of trends in tourism and hospitality industry.
2. Develops on understanding of the principles, different approaches and applicable strategies in tourism industry and alternative tourism products.
3. Student discusses and identifies new trends, new technologies and challenges for hospitality and travel industry.
4. Student evaluates the contribution and impacts of trends s in tourism on social, economic, environmental, political, cultural, technological aspects.
5. Student appreciate the ethical and sustainability issues associated with the operation and development of tourism industry.
6. Student develops and spread his/her knowledge about tourism and hospitality industry.

COURSE CONTENT**LECTURE:**

1. Introduction. Global tourism trends overview.
2. Global tourism trends on chosen examples: Tourism Authenticity.
3. Global tourism trends on chosen examples: Food Tourism.
4. Global tourism trends on chosen examples: New Technologies in Tourism.
5. Global tourism trends on chosen examples: Accessible Tourism.
6. Global tourism trends on chosen tourist destinations.

PRACTICAL FORM - WORKSHOP:

1. New technologies in tourism.
2. Global tourism trends on chosen examples: forbidden zones, space tourism, destinations in danger, unplugged, advance travel, voluntary tourism.
3. Global tourism trends on chosen examples: tourism social media, hospitality of tourism.

ASSESSMENT: exam**DIDACTICAL METHODS:** lecture with multimedia presentation; case-study, tasks with a usage of Google Sites, and online blog**COMPULSORY READINGS:**

Fletcher, J., Fyall, A., Gilbert, D., Wanhill, S. (2018) Tourism: Principles and practice (6th ed.). Harlow: Pearson Education Ltd.
 OECD Tourism Trends and Policies 2018. Available at: <https://www.oecd.org/cfe/tourism/2018-Tourism-Trends-Policies-Highlights-ENG.pdf>
 Travel Trends Report 2019, Treksoft. Available at: <https://www.treksoft.com/en/resources/ebooks/travel-trends-report-2019>

MODE OF STUDY: TOURISM MARKETING	COURSE: Tourism Marketing	
	COURSE OBJECTIVES:	
	<ol style="list-style-type: none"> 1. To understand marketing concept role in tourist industry. 2. To familiarize students with promotion tools and methods in tourism marketing. 	
	LEARNING OUTCOMES:	
	<ol style="list-style-type: none"> 1. Student describes the concept of customer orientation in tourism business. 2. Student defines Marketing tools and promotion methods in tourism. 3. Student evaluates market environment, indicates weaknesses and strengths of the company competitors. 4. Student creates the promotion campaign for particular tourism enterprise. 5. Student becomes a part of ongoing dialogues on developments for the future of tourism. 	
	COURSE CONTENT	
	LECTURE:	PRACTICAL FORM - WORKSHOP:
	<ol style="list-style-type: none"> 1. Introduction to Tourism Marketing. 2. Marketing Mix in Tourism. 3. Destination Marketing. 4. Promo Poland. 5. Case study - Destination Card. 6. Case study - Influencer Marketing. 	<ol style="list-style-type: none"> 1. Destination Marketing. 2. Promo Poland. 3. Case study - Destination Card. 4. Case study - Influencer Marketing.
	ASSESSMENT: exam	
	DIDACTICAL METHODS: lecture with multimedia presentation, case-study, exercises with a usage of Photoshop and Canva	
	COMPULSORY READINGS:	
	<p>Kotler, P., Bowen, J.T., Makens, J.C. (2005) Marketing for Hospitality and Tourism. Pearson Education.</p> <p>Dasgupta, D.(2016) Tourism Marketing. Pearson</p> <p>Travel Industry Marketing News. Available at: https://www.travelindustrywire.com/HNR-category-Sales+and+Marketing-category.html</p>	
	COURSE: Managing Public Relations	
	COURSE OBJECTIVES:	
<ol style="list-style-type: none"> 1. To gain knowledge concerned with managing public relations and familiarize with the classification of different target audiences and the ways of building relationships with them. 2. To learn about the different stages of the public relations process and how they can be applied in practice and how to create public relations programs for different types of organizations. 3. To familiarize with public relations tools that apply to specific audience groups and research and evaluation tools used in PR. 		
LEARNING OUTCOMES:		
<ol style="list-style-type: none"> 1. Student knows and discusses concepts related to the essence of public relations, the functions and applications of PR in organizations, the types of audiences, and how to reach them. 2. Student understands the specific areas of PR applications in different types of organizations, including PR in crisis situations. 3. Student conveniently and effectively uses various research, communication and evaluation tools within public relations. 4. Student can plan public relations activities based on the various phases of the PR process (research, planning, communication and evaluation). 5. Student understands the role of ethics in public relations and knows how to apply ethical rules in organization's activities. 6. Student develops interpersonal competences and team building skills. 		
COURSE CONTENT		
LECTURE:	PROJECT:	
<ol style="list-style-type: none"> 1. The Role and Evolution of Public Relations. Public Opinion and the Publics in Public Relations. 2. The Public Relations Process: Research, Planning, Communication, Evaluation. 3. Multimedia Message Development. Cyber-Relations in the Digital Age. 4. Ethics and Social Responsibility in Public Relations. Crisis Communications. 	<ol style="list-style-type: none"> 1. Introductory exercises. 2. Case studies and discussion. 3. Project preparation: Writing a PR plan for a chosen organisation. 4. Presentations of projects. 5. Feedback and recommendations. 	
ASSESSMENT: presentation, active participation during the workshops, exam		
DIDACTICAL METHODS: lecture with multimedia presentation, teamwork project, case studies, analysis of events, discussion		
COMPULSORY READINGS:		
<p>Seitel, F. P. (2016) The Practice of Public Relations, 13th Edition. Harlow: Pearson</p> <p>Broom, G. M. (2012) Cutlip and Center's Effective Public Relations, 11th Edition. Harlow: Pearson</p> <p>Wilcox, G. T. (2014) Public Relations. Strategies and Tactics, 11th ed. Pearson Education</p> <p>Public Relations Today. Available at: https://www.publicrelationstoday.com/</p>		

COURSE: Teambuilding and Leadership		
MODE OF STUDY: PROFESSIONAL COACHING	COURSE OBJECTIVES: 1. To pass complex knowledge about teamwork and leadership. 2. To provide tools and methods reinforcing effective work in teams. 3. To develop skills to be an effective and collaborative leader enhancing organizational performance.	
	LEARNING OUTCOMES: 1. Student knows theoretical approaches to teamwork and leadership in organizations. 2. Student knows leadership styles and roles and their adaptation to different team development stages. 3. Student can initiate and build effective team, diagnose and facilitate team development to enhance organizational performance and change process. 4. Student applies teamwork and leadership theories to inspire and direct team. 5. Student effectively communicates with the team playing a leader role, identifying and determining dilemmas, taking responsibilities for tasks. 6. Student understand the importance of teamwork for organization's transformation and respect ethical rules.	
	COURSE CONTENT	
	LECTURE: 1. Theories of teams and group. Stages of team development. Strengths and weaknesses of group decision making. 2. Effectiveness of teams. Roles in teams. Communication. 3. Traits and skills of a leader. Leadership styles. Leading and managing.	PRACTICAL FORM - WORKSHOP: 1. Benefits and drawbacks of teamwork. Icebreaking activities. Debate. 2. Team building. Collaborative team Assignment. 3. Interpersonal strengths, competences and capabilities to teamwork. Psychometric indicators (Myers-Briggs). Roles in a team (Belbins). Individual assignment. Teamwork. Discussion. 4. Leadership styles. Teamwork. Discussion. 5. Managing conflicts. Teamwork. Role play. 6. Effectiveness of teamwork. Collaborative team Assignment.
	ASSESSMENT: exam	
	DIDACTICAL METHODS: Lecture with multimedia presentation; Collaborative team Assignment Discussion and debate Role play	
COMPULSORY READINGS: Avery, G. C. (2011) Understanding leadership. Los Angeles: SAGE Publications LTD Robbins, S.P., Judge, T.A., Campbell, T.T. (2010) Organizational Behavior. Pearson Maxwell, J.C. (2008) Teamwork: 101 what every leader needs to know. Thomas Nelson Publishers Lencioni, P. (2002) The Five dysfunctions of a team. Wiley, John & Sons Northouse, P. G. (2015) Leadership Theory and Practice, 7 edition. Los Angeles: SAGE Publications		



COURSE: Design Thinking

COURSE OBJECTIVES:

1. To make participants acquainted to DT method.
2. To develop skills to design new solutions to problems generating value to customers and the business through the use of DT process.
3. To experience exemplary DT process.

LEARNING OUTCOMES:

1. Student understands Design Thinking framework and how it can be applied.
2. Student has fundamental knowledge in the methods used for practicing Design Thinking.
3. Student is able to plan and run Design Thinking project with small team.
4. Student has fundamental capabilities in the methods used for practicing Design Thinking.
5. Student is able to participate and lead Design Thinking process in creative and collaborative settings.
6. Student is able to empathize with their users.

COURSE CONTENT

PRACTICAL FORM - WORKSHOP:

1. Introduction – problems and challenges that can be resolved using DT method.
2. Structure of DT method. Typical flow of DT project.
3. Setting team collaboration, finding inspiration from the environment and learn how to identify problems.
4. Learning techniques how to empathize with users.
5. Learning how to brainstorm and use problem solving techniques effectively.
6. Building prototypes and use them as communication tool.
7. Evolving ideas and prototypes through user feedback and constructive criticism.
8. Design challenge.

ASSESSMENT: active participation during the workshops

DIDACTICAL METHODS: workshops, case-study analysis, collaborative team assignments

COMPULSORY READINGS:

Babbie, E. (2014) The Basics of Social Research. Cengage
 Lyke-Ho-Gland, H. (2018) Practical points of Design Thinking. It's not just empathic Design. AMA
 Liedtka, J. (2018) Why Design Thinking Works. Harvard Business Review

COURSE: Business Skills and Competences

COURSE OBJECTIVES:

1. To transfer skills regarding methods of testing employee competencies.
2. To transfer of skills regarding employee recruitment methods and employee evaluation.
3. To provide knowledge to acquire key interpersonal skills and to learn about areas that require further improvement

LEARNING OUTCOMES:

1. Can properly determine evaluation process of employee competence
2. Demonstrates an attitude to acquire and improve knowledge and skills independently
3. Can properly determine its competitive advantage on the market

COURSE CONTENT

PRACTICAL FORM - WORKSHOP:

1. Evaluation process of employee competence - determination of his professional suitability.
2. Case study. Evaluation process of employee competence - determination of his professional suitability.
3. The process of recruiting employees for the organization and the employee evaluation process - selected methods
4. Selection strategies and techniques. The process of recruiting employees for the organization. Preparation of application documents: CVs, cover letters, reference letters.
5. Preparation for the interview: self-presentation, interpersonal communication. Selection strategies and techniques.
6. Case study. The process of recruiting employees for the organization and the employee evaluation process - selected methods. Selection strategies and techniques.

ASSESSMENT: exam

DIDACTICAL METHODS: case method, brainstorming, problematic discussions

COMPULSORY READINGS:

Robbins, S., Campbell, T., Judge, T.A. (2017) Organizational Behaviour. Pearson Education Limited
 Harvard Business Review, On Leadership, 2011. Available at: <https://hbr.org/topic/leadership>
 Kelly, D. (2013) Creative Confidence: Unleashing the Creative Potential Within Us All. William Collins

MODE OF STUDY: EVENT TOURISM	COURSE: ITB in Berlin	
	COURSE OBJECTIVES:	
	<ol style="list-style-type: none"> 1. To provide knowledge on the current trends in tourist fairs development. 2. To analyze the main challenges and problems of tourism fairs, including its diverse forms 3. To illustrate the theoretical knowledge with practical examples. 	
	LEARNING OUTCOMES:	
	<ol style="list-style-type: none"> 1. Student defines and categorizes tourist fairs 2. Student explains the problems of tourist fairs 3. Student understands the significance of the development of various forms of tourism in the modern world 4. Student understands the need to use specialist terminology specific to the tourist fairs sector 	
	COURSE CONTENT	
	LECTURE:	PRACTICAL FORM - WORKSHOP:
	<ol style="list-style-type: none"> 1. Event Management – Introduction. 2. The Dimensions of Event Management. 3. Event Planning and Strategy. 	<ol style="list-style-type: none"> 1. Study tour in the International Travel Fairs in Berlin.
	ASSESSMENT: Report	
	DIDACTICAL METHODS: Practical exercises	
	COMPULSORY READINGS:	
	<p>Beech, J., Kaiser, S., Kaspar, R. (2014) The Business of Events Management. Harlow: Pearson Education</p> <p>van der Wagen, L. (2007) Human Resource Management for Events. Butterworth Heineman</p> <p>Preston, Ch., (2012) Event marketing : how to successfully promote events, festivals, conventions, and expositions. John Wiley & Sons, 2012.</p>	
	COURSE: International Tourism Trades and Conferences	
	COURSE OBJECTIVES:	
<ol style="list-style-type: none"> 1. To provide knowledge, analyze trends and learn best practice in the tourism trades and conferences. 		
LEARNING OUTCOMES:		
<ol style="list-style-type: none"> 1. Student defines and categorizes the tourism trades and conferences. 2. Student understands the character and trends in the tourism trades and conferences. 3. Student is able to define and classify the tourism trades and conferences. 4. Student understands the significance of the development of various forms of tourism in the modern world. 5. Student becomes a part of ongoing dialogues on developments for the future of tourism. 		
COURSE CONTENT		
LECTURE:	PRACTICAL FORM - WORKSHOP:	
<ol style="list-style-type: none"> 1. Organizing Conferences. 2. Corporate Conferences. 3. Government and Political Conferences. 4. Exhibition Management. 5. Celebrity Events. 6. Fundraising Events. 	<ol style="list-style-type: none"> 1. Organising Conferences. 2. Corporate Conferences. 3. Government and Political Conferences. 4. Exhibition Management. 5. Celebrity Events. 6. Fundraising Events. 	
ASSESSMENT: exam		
DIDACTICAL METHODS: lecture with multimedia presentation, case-study		
COMPULSORY READINGS:		
<p>Davidson R. (2014) Winning Meetings and Events for your Venue. Goodfellow Publishers</p> <p>Davidson, R., Cope, B. (2003) Business travel: conferences, incentive travel, exhibitions, corporate hospitality and corporate travel. Pearson Education</p> <p>LoCicero, J. (2008) Streetwise meeting and event planning : from trade shows and conventions to fundraisers and galas - everything you need for a successful business event. Adams Media</p> <p>Allen, J. (2009) Event planning : the ultimate guide to successful meetings, corporate events, fund-raising galas, conferences, conventions, incentives and other special events. John Wiley& Sons Ltd</p> <p>Raport spotkań i wydarzeń w Polsce (2016). Available at:http://download.poland-convention.pl/data/PDF/PrzemyslSpotkanwPolsce2016.pdf</p> <p>Travel and tourism Economic Impact in Poland (2017). Available at:https://www.wttc.org/-/media/files/reports/economic-impact-research/countries-2017/poland2017.pdf</p>		

MODE OF STUDY: EVENT TOURISM	COURSE: Organization of Tourism Events	
	COURSE OBJECTIVES:	
	<ol style="list-style-type: none"> 1. To master knowledge of basic terminology and taxonomies in the field of tourism events. 2. To understand the specificity of organising a tourism event. 3. To develop skills to conduct analyses in the field of organizing a tourism event 	
	LEARNING OUTCOMES:	
	<ol style="list-style-type: none"> 1. Student knows definitions and taxonomies of tourism events. 2. Student possesses knowledge on organising tourism events. 3. Student specifies manners and methods of organising a tourism event. 4. Student determines scale and possibilities in the field of organising a tourism event. 	
	COURSE CONTENT	
	LECTURE:	PRACTICAL FORM - WORKSHOP:
	<ol style="list-style-type: none"> 1. Concept and characteristics of tourism events. 1. Relationships between tourism event and event tourism. 2. Types of tourism events and their characteristics. 3. Methods of phased tourism event organization. 4. Temporal-spatial organization of tourism events. 	<ol style="list-style-type: none"> 1. Planning as an initial phase of organizing tourism events. 2. Budget and its usage in organizing tourism events. 3. Division of roles in executing a tourism event. 4. Course simulation of selected tourism event. 5. Complex analysis and evaluation of tourism event organization.
ASSESSMENT: exam, activity during classes, group work		
DIDACTICAL METHODS: lecture, exhibiting - multimedia presentation, problem-based discussion, case method		
COMPULSORY READINGS:		
<p>Allen, J. (2009) Event Planning. Freemont: Wiley</p> <p>Allen, J. (2009) Event planning : the ultimate guide to successful meetings, corporate events, fund-raising galas, conferences, conventions, incentives and other special events. John Wiley & Sons Ltd</p> <p>Davidson, R., Beulah Cope, B. (2003) Business travel: conferences, incentive travel, exhibitions, corporate hospitality and corporate travel Harlow: Pearson Education</p>		



4.3 SPECIALIZATIONS

INTERNATIONAL TOURISM AND HOSPITALITY MANAGEMENT

COURSE: Management of Additional Hotel Services

COURSE OBJECTIVES:

1. To provide in-depth knowledge of additional services management as a way to increase the hotel's revenue and improve the quality of services provided.
2. To train in the skills to plan, organize, control and evaluate ancillary services.
3. To develop social competences and attitudes developing independent, critical and entrepreneurial thinking.

LEARNING OUTCOMES:

1. Student gains in-depth knowledge of additional services as a supplement to the basic offer of a hotel facility.
2. Student has the ability to create, plan, organize additional services in accommodation facilities according to category, size and function, taking into account the needs of different consumer groups.
3. Student is able to assess the quality and effectiveness of additional services in a hotel facility
4. Student complements knowledge and skills by understanding the need for lifelong learning and the changes taking place in modern hotel services.

COURSE CONTENT

LECTURE:

1. Typology of additional services in different types of establishments.
2. Factors influencing the shaping of additional services offer. Quality and efficiency of additional services provision.
3. Rare and luxurious services - executive lounge, concierge, live cooking, etc.
4. Organization of events in the hotel facility as a factor increasing the facility's revenue.
5. Organization and tasks of the sales department in the hotel facility - site inspection, search for contractors, presentation of offers.

PRACTICALS:

1. Characteristics of additional services in the hotel - complementary, optional and accompanying services.
2. Preparation of an offer of additional services in various types of accommodation facilities - student presentations and discussion.

ASSESSMENT: exam

DIDACTICAL METHODS: lecture with multimedia presentation, case-study

COMPULSORY READINGS:

Ivanova, M., Ivanov, S., Magnini, V. (2016) The Routledge handbook of Hotel Chain Management. Routledge
Medlik, S., Ingram, H. (2000) The Business of Hotels. Butterworth-Heinemann

COURSE: Revenue Management in the Hotel

COURSE OBJECTIVES:

1. To gain knowledge and understanding about Revenue Management.
2. To obtain practical skills and be able to use in practice Revenue Management rules
3. To obtain knowledge about Revenue Management as a way how to run the business and increase the income

LEARNING OUTCOMES:

1. Student gains in-depth knowledge of Revenue management essentials.
2. Student knows the goals and ways to use of RM Analysis.
3. Student is able to make business decisions based on the Revenue Management Analysis.
4. Student is able to manage accommodation establishment based on quantitative data and appropriate revenue management.

COURSE CONTENT

LECTURE:

1. Introduction to Revenue Management.
2. Historical facts of RM.
3. Hotel RM metrics, targeting, forecasting.
4. RM practice based on case studies.

PRACTICAL FORM - WORKSHOP:

1. Hotel Revenue Management process.
2. Revenue Management – SWOT analysis.
3. Sales channels and PMS.
4. Adopt processes to create professional Revenue Management analysis.

ASSESSMENT: project, activity during classes

DIDACTICAL METHODS: Lecture with multimedia presentation, group discussion, case study

COMPULSORY READINGS:

Ivanov, S. (2014) Hotel Revenue Management from theory to practice, Zangador Ltd. Available at: <http://ssrn.com/abstract=2447337>
Leadership in Revenue Management, Xotels. Available at: www.xotels.com

COURSE: Controlling

COURSE OBJECTIVES:

1. To understand the tasks and the essence of controlling within the realms of the enterprise.
2. To master the knowledge regarding financial controlling tools that can be used in management over the company.
3. To acquire the skills to use the methods and tools of financial controlling in practice.

LEARNING OUTCOMES:

1. Student knows the characteristics of controlling as an information system supporting the enterprise management process.
2. Student knows modern controlling instruments, especially operational and strategic ones.
3. Student has knowledge about the role of controlling in the process of managing company value.
4. Student knows what budgeting is and what type of parameters are required to carry it out.
5. Student defines basic concepts and processes in the field of financial controlling.
6. Student knows how to use modern budgeting.
7. Student operational and strategic controlling tools.
8. Student in companies for its profitability management, financial planning and value management.
9. Student knows how to draw up operating budgets within the enterprise and on their basis a pro forma budget.
10. Student can distinguish and properly apply cost controlling, tax controlling and investment controlling.
11. Student has the ability to analyze, interpret and use information generated by operational and strategic controlling systems.

COURSE CONTENT

LECTURE:

1. The essence of financial controlling and its place in the controlling system.
2. Goals and tasks of financial controlling.
3. Strategic and operational financial controlling instruments.
4. Cost controlling. Tax Controlling. Investment controlling.

PRACTICAL FORM - WORKSHOP:

1. Strategic and operational financial controlling instruments.
2. Cost controlling.
3. Investment controlling.
4. Tax Controlling.

ASSESSMENT: test (open and closed questions), case study, activity during classes

DIDACTICAL METHODS: problem-focused lecture with the usage of multimedia techniques, exercises implemented in the form of group work with the usage of case studies

COMPULSORY READINGS:

Gitman, L., Zutter, Ch. (2012) Principles of managerial finance. Pearson Education
Sierpińska, M., Sierpińska-Sawicz, A., Węgrzyn, R. (2018) Controlling finansowy w przedsiębiorstwie. Warszawa: PWN
Janik, W., Paździor, M. (2012) Rachunkowość zarządcza i controlling. Lublin: Politechnika Lubelska. Available at:
<http://bc.pollub.pl/Content/973/controlling.pdf>

COURSE: Businessplan in the Hospitality Management

COURSE OBJECTIVES:

1. To provide in-depth knowledge of idea of the business plan in the hospitality management.
2. To recognize all necessary factors to build the business plan in the hospitality management.
3. To obtain the skills of preparing and analysing basic business plan in the hospitality management.

LEARNING OUTCOMES:

1. Students can understand the idea of the business plan in the hospitality management.
2. Students can recognise all necessary factors to build the business plan in the hospitality management.
3. Students can prepare and analyse basic business plan in the hospitality management.

COURSE CONTENT

LECTURE:

1. Introduction to hospitality business plan assumptions.
2. Factors, business plan essentials.
3. Business plan analysis.
4. Building business plan based on case study.

PRACTICAL FORM - WORKSHOP:

1. Mission Statement, SWOT, PESTEL.
2. Target markets, Organizational structure.
3. Profit and Loss templates.
4. Adopt processes to create professional business plan, self-assessment – case study.

ASSESSMENT: written test, project, activity during classes

DIDACTICAL METHODS: lecture with multimedia presentation, group discussion, case study

COMPULSORY READINGS:

Cook R. A., Hsu C. H. C., Taylor L. L (2018) Tourism. The Business of Hospitality and Travel. Pearson
Dasgupta, D. (2016) Tourism Marketing. Pearson
Hotel Management. Available at: www.xotels.com

COURSE: RESEARCH AND CREATION OF HOTEL MARKET

COURSE OBJECTIVES:

1. To introduce students to the knowledge of the development of the hotel market in the light of the subject literature.
2. To understand contemporary trends on the hotel market and the strategies used by hotel facilities to create competitive advantages.

LEARNING OUTCOMES:

1. Student knows current trends on the hotel market.
2. Student knows the most important conditions for creating competitive advantages for a hotel facility.
3. Student is able to assess the strengths and weaknesses of a hotel facility in the context of a selected tourist area.
4. Student is able to assess the competitive advantages and propose strategies for the development of the hotel facility.
5. Student is able to prepare a short report on the competitive position of a selected hotel facility.

COURSE CONTENT

LECTURE:

1. Basics of creating competitive advantages of hotels in the light of the literature.
2. Selected hotel classifications as the basis for positioning and analysis of trends in the world hotel market. Classification by object size, location and specific target segment.
3. Selected hotel classifications as the basis for positioning and analysis of trends in the world hotel market: spa hotels, casino hotels, boutique hotels, hotels in historical buildings.
4. Strategies applied by hotel facilities. Discussion on competition between chain hotels and independent hotels.
5. Using the latest technologies in communication with customers as a source of a hotel's competitive advantage.

PRACTICAL FORM - WORKSHOP:

1. Discussion how to pass the practicals - choice of the subject of the report by students.
2. Work on the collection of the subject literature - selection of sources devoted to the analysis of the tourism market in the selected tourist area.
3. Work on comparative analysis of selected hotels
4. Individual work: preparation of report in form of PPT presentation.
5. Analysis and assessment of the high and low sites of the analyzed coverage and submitting the results to discussion

ASSESSMENT: written test, project, activity during classes

DIDACTICAL METHODS: lecture with multimedia presentation; Group working; case-study; activity during classes

COMPULSORY READINGS:

Barrows, C.W., Powers, T.(2009) Introduction to the Hospitality Industry 7th edition. John Wiley

Brotherton, B. (2015) Researching hospitality and tourism: a student guide. SAGE

COURSE: Social Media in the Hospitality Management

COURSE OBJECTIVES:

1. To understand how new media has developed and has an impact on the hotel industry.
2. To gain knowledge about the role of social media in communication processes and what is the specifics of the market.
3. To gain knowledge about the use of social media in marketing and image strategies in the hospitality management.

LEARNING OUTCOMES:

1. Student knows the market processes and functioning of accommodation enterprises in the external environment (on a national and international scale), using marketing principles
2. Student knows and understands the role of communication and negotiation in the management processes of hotel companies and the rules of this communication
3. Student can identify complex problems in the functioning of tourism and leisure enterprises and use appropriate methods and tools, including advanced ICT to analyse and solve them
4. Student thinks and acts in an entrepreneurial way in creating and organizing economic initiatives and social projects

COURSE CONTENT

LECTURE:

1. Social media - introduction. Characteristic.
2. Specialized social networking in the hotel industry. Company behaviour standards in social media.
3. Creating the hotel image and content on the example of FB.
4. Video services, micro blogs in the hotel industry - Twitter. The role of opinion leaders.
5. Crises in social media. Prevention and tools.

PRACTICAL FORM – WORKSHOPS:

1. Analysis of the hotel image in social media. Ways of using websites by a selected company.
2. An information campaign in the hotel industry regarding a specific offer or event in selected social media.
3. Measuring marketing campaign results in social media.
4. Analysis of communication with the environment on social media in crisis (in hotel industry).

ASSESSMENT: written test, project, activity during classes

DIDACTICAL METHODS: Lecture with multimedia presentation; group working; case-study; Activity during classes

COMPULSORY READINGS:

Starkov, M. (2019) Hospitality Digital Technology: Challenges, Priorities, and Buzzwords. Available at:

<https://www.nextguest.com/blog/hospitality-digital-tech/>

COURSE:Photo and Video in the Hospitality Management

COURSE OBJECTIVES:

1. Students will develop knowledge, skills and understanding, through the making of photographs, and/or videos and/or digital images, that lead to and demonstrate conceptual and technical accomplishment.
2. Students will develop knowledge, skills and understanding that lead to increasingly accomplished critical and historical investigations of photography and/or video and/or digital imaging.
3. Students will understand the knowhow and can function either as an entrepreneur or can take up jobs in photography for hospitality industry.

LEARNING OUTCOMES:

1. Student knows how to takes into account issues Hospitality Industry in the making of photographs and/or videos and/or digital works.
2. Student knows how to generates a characteristic style that is increasingly self-reflective in their photographic and/or video and/or digital practice
3. Student recognizes how photography and/or video and/or digital imaging are used in various fields of cultural production
4. Student investigates different points of view in the making of photographs and/or videos and/or digital images

COURSE CONTENT

PRACTICAL FORM - WORKSHOP:

1. Introduction to Practice in Hospitality Photography.
2. Hospitality photography (Developing a Point of View).
3. Hospitality photography (Traditions, Conventions, Styles and Genres).
4. Hotel visitation and photo taking.
5. Hotel visitation and photo taking.
6. Introduction to Practice in Video.
7. Hospitality video (Developing a Point of View).
8. Hospitality video (Traditions, Conventions, Styles and Genres).
9. Presentations of the student work.

ASSESSMENT: practical skills display, portfolio

DIDACTICAL METHODS: practical exercises

COMPULSORY READINGS:

Ang T. (2018) Photography The Definitive Visual History. DK Publishing

Medlik, S., Ingram, H.(2000) The Business of Hotels. Butterworth-Heinemann



MICE (MEETINGS INCENTIVES CONFERENCES AND EXHIBITIONS)

COURSE: MICE Associations

COURSE OBJECTIVES:

1. To master knowledge of basic terminology and taxonomies in the field of MICE.
2. To understand subjectivity regarding international organizations and societies of the meeting industry.
3. To develop skills to conduct analyses regarding functions of meeting industry organizations and societies

LEARNING OUTCOMES:

1. Student knows definitions and taxonomies of MICE.
2. Student possesses knowledge on the significance and functions of meeting industry organizations and societies
3. Student specifies manners of functioning regarding meeting industry organizations and societies
4. Student determines scale of activity regarding meeting industry organizations and societies in an international dimension

COURSE CONTENT

LECTURE:

1. The meeting industry – history, development and current state.
2. Relationships between the meeting industry and tourism as well as business tourism.
3. Sectors of the meeting industry – definitions and characteristics.
4. Most important meeting industry organizations in an international dimension.
5. International organizations of the meeting industry – mission, functions and rules of functioning.

PRACTICALS:

1. Analysis and assessment of meeting industry organization localization of selected countries.
2. International Congress and Convention Association (ICCA) – characteristics of activity.
3. Union of International Associations and its coordinating role in the activity of country societies in the meeting industry.
4. Complex analysis and evaluation regarding activity of selected international meeting industry organization.
5. Complex analysis and evaluation regarding activity of selected international meeting industry society.

ASSESSMENT: exam, group working, case-study

DIDACTICAL METHODS: Lecture with multimedia presentation; Group working; Case-study; Activity during classes

COMPULSORY READINGS:

Fenich, G. G. (2012) Meetings, Expositions, Events and Conventions, an introduction to the industry. Pearson Prentice Hall

COURSE: Conferences and congress organization

COURSE OBJECTIVES:

1. To master knowledge of basic terminology and taxonomies in the field of conferences and congresses.
2. To understand the specificity of congresses and conferences organization.
3. To develop skills to conduct analyses in the field of organizing congresses and conferences.

LEARNING OUTCOMES:

1. Student knows definitions and taxonomies of conferences and congresses.
2. Student possesses knowledge on organizing congresses and conferences.
3. Student specifies manners and methods of organizing congresses and conferences.
4. Student determines scale and possibilities in the field of organizing international congresses and conferences.

COURSE CONTENT

LECTURE:

1. Concept and characteristics of congresses and conferences.
2. Relationships between meetings and congress as well as conference tourism.
3. Types of congresses and conferences and their characteristics.
4. Methods of phased congress and conference organization.
5. Temporal-spatial organization of congress and conference meetings.

PRACTICAL FORM - WORKSHOP:

1. Planning as an initial phase of organizing congresses and conferences.
2. Economic scheme and its application in the organization of meetings.
3. Organization of congresses and conferences in light of segmentation of participants.
4. Complex analysis and evaluation of congress meeting organization.
5. Organization of congresses and conferences – a case study.

ASSESSMENT: written test, project

DIDACTICAL METHODS: Lecture with multimedia presentation; case-study

COMPULSORY READINGS:

Rogers, T. (2013) Conferences and conventions: a global industry. Taylor & Francis

Dunford, H. (2015) Organizing exhibitions: A handbook for museums, libraries and archives, Volume 46/ Issue 2. Australian Academic & Research Libraries

Davidson, R., Cope, B. (2003) Business travel: conferences, incentive travel, exhibitions, corporate hospitality and corporate travel. Pearson Education

Allen, J. (2009) Event planning : the ultimate guide to successful meetings, corporate events, fund-raising galas, conferences, conventions, incentives and other special events. John Wiley & Sons Ltd

COURSE: Organization of exhibitions and trades

COURSE OBJECTIVES:

1. To help students understand the various types of special tourism trades/exhibitions.
2. To familiarize students with the requirements and challenges of planning trades/exhibitions.
3. To provide guidance on marketing and communications related to trade/exhibitions. Understand roles and resources for event planning.

LEARNING OUTCOMES:

1. Student acquires to an understanding of the role and purpose(s) of exhibitions and trades in the organizations.
2. Student acquires an understanding of the techniques and strategies required to plan successful exhibitions and trades.
3. Student obtains the knowledge and competencies required to promote, implement and conduct exhibitions and trades.
4. Student acquires the knowledge and competencies required to assess the quality and success of exhibitions and trades.

COURSE CONTENT

LECTURE:

1. Principles of project/Event Management: From concept to reality.
2. Preparing a proposal.
3. Crisis Management plan.
4. Seeking sponsors.
5. Organizing the event.

PRACTICALS:

1. Characteristics of the most important trade fairs in the world – students presentations.
2. Creating a tourism fair project.

ASSESSMENT: written test, project

DIDACTICAL METHODS: lecture with multimedia presentation, case-study, group work

COMPULSORY READINGS:

Rogers T. (2013) Conferences and conventions: a global industry. Taylor & Francis
 Dunford H. (2015) Organizing exhibitions: A handbook for museums, libraries and archives, Volume 46/ Issue 2. Australian Academic & Research Libraries
 Preston, Ch, (2012) Event marketing : how to successfully promote events, festivals, conventions, and expositions. John Wiley & Sons

COURSE: Organization of incentive tours

COURSE OBJECTIVES:

1. Student understands definitions, concepts and forms of incentive travel and can use of acquired knowledge during exercises and case studies.
2. Student understands how touristic products are made offer for both the business and the creative side and has gained skills to create offers of incentive travel for the various customers.

LEARNING OUTCOMES:

1. Student understands definitions, concepts and forms of the incentive travel.
2. Student is able to analyze data, search for information and use it during discussions and study cases related to incentive travel.
3. Student is able to prepare the concept of incentive travel product and present it.

COURSE CONTENT

LECTURE:

1. Introduction to incentive travel: definitions, concepts, forms and role of motivational tourism. Trends in organizing incentive tours and the most popular travel destinations.
2. Characteristics and forms of incentive travel organization.

PRACTICAL FORM - WORKSHOP:

1. Various forms and activities of incentive travels - data analysis and discussion.
2. Case study: creation and various examples of incentive tourism products.
3. Preparation of incentive travel offer for various customers along with a presentation of the prepared product.

ASSESSMENT: exam based on open tasks, teamwork, presentation, case study, practical tasks

DIDACTICAL METHODS: lecture with multimedia presentation, group working, case study activities, analysis of texts with the discussion related to them, group work, discussion, presentation

COMPULSORY READINGS:

Allen, J. (2009) Event Planning: The Ultimate Guide to Successful Meetings, Corporate Events, Fundraising Galas, Conferences, Conventions, Incentives and Other Special Events. Wiley Publishing
 Pearce, P. (1993) Fundamentals of tourism motivation [in] P. Pearce, R. Butler (Eds.). Tourism research: Critique and challenges
 Davidson, R., Cope, B. (2003) Business travel: conferences, incentive travel, exhibitions, corporate hospitality and corporate travel. Pearson Education

COURSE: Mega- events organization

COURSE OBJECTIVES:

1. To gain in-depth theoretical knowledge of the definition, typology and meaning of mega-events.
2. To acquire practical skills in planning, organizing, implementing and accounting for mega-events.
3. To prepare for the role of leader - event manager.

LEARNING OUTCOMES:

1. Student lists the regulations related to operating business activities service in MICE and events tourism and knows how to protect interests (e.g. legal, financial) of persons participating in mentioned organized forms of tourist activity.
2. Student explains the economic and organizational forms of Mega-events, knows conditions and rules of operation and cooperation with other entities within the scope of their activities relating to the organization of events
3. Student organizes mega-events aimed at different groups of recipients with various needs and interests
4. Student complements knowledge and skills by understanding the need for lifelong learning and the changes taking place in MICE.

COURSE CONTENT

LECTURE:

1. Definition of mega-events and characteristics.
2. Typology of mega -events.
3. Mega-events as factors in the development of tourism of areas and regions.
4. Mega-event management - from concept to summary.
5. Principles of cooperation with environment - media, sponsorship, local authorities.

PRACTICALS:

1. Programming of the mega- event with regard to purpose, type, place, date, type and number the participants, the budget.
2. Detailed tasks in particular phases of the event - organization, implementation, accounting
3. Issues of using tourist values and tourist development in the organization of various sports and leisure events
4. Study tour – Wroclaw City Stadium.

ASSESSMENT: written test, project

DIDACTICAL METHODS: Lecture with multimedia presentation; Group working; Case-study; Activity during classes

COMPULSORY READINGS:

Frawley, S. (2016) *Managing Sport Mega-Events*. Routledge
 Parent, M. M., Smith-Swan, S. (2012) *Managing Major Sports Events. Theory and Practice*. Routledge
 Getz, D. (2012) *Event studies : theory, research and policy for planned events*. Routledge

COURSE: Businessplan in MICE

COURSE OBJECTIVES:

1. To acquaint students with the basic economic categories used in a business plan and the theoretical aspects of constructing business plans in the meetings and events industry.
2. Showing the possibility of using the knowledge of constructing business plans in relation to a new, important venture used in the meetings and events industry, e.g. to serve a new, selected market segment.
3. Developing the ability to construct business plans for the launch of a new venture used in the meetings and events industry.

LEARNING OUTCOMES:

1. Student has in-depth knowledge of the regularities and economic conditions of business plans in the meetings and events industry.
2. Student has knowledge in the construction of business plans in the meetings and events industry.
3. Student is able to use the knowledge gained to construct a business plan in the meetings and events industry on their own.
4. Student selects the right type of business plan, according to the economic situation.
5. Student can interact and work in a group, assuming different roles in the group.

COURSE CONTENT

LECTURE:

1. Business plan. Basic concepts. Types and objectives of creating business plans in the meetings and events industry. Application of a business plan in practice. Structure.
2. Characteristics of the company operating in the meetings and events industry, its mission and objectives. Evaluation of its strengths and weaknesses. Assets of the company. HRM.
3. Characteristics of the product-service. Analysis of competitors' products. Marketing plan. Product strategy. Price and distribution.
4. Promotion plan. Financial plan. Basic financial indicators. Expected economic effects. General schedule of business plan implementation.

PRACTICAL FORM - WORKSHOP:

1. Determining the themes of the project work under a general name: "Drawing up a business plan for a selected project in the meetings and events industry".
2. Individual elements of the business plan: synthesis of the project, characteristics of the project, description of the service.
3. Marketing plan of a selected project implemented in the meetings and events industry.
4. Financial plan of a selected project implemented in the meetings and events industry
5. Presentations of projects; assessment of the correctness and feasibility of the projected themes; project credit.

ASSESSMENT: written test

DIDACTICAL METHODS: Lecture with multimedia presentation; case-study

COMPULSORY READINGS:

Ivanova M., Ivanov S., Magnini V. (2016), *The Routledge handbook of Hotel Chain Management*. Routledge, 2016
 Medlik S., Ingram H., *The Business of Hotels* (2000) Butterworth-Heinemann

COURSE: Research and Creation of MICE

COURSE OBJECTIVES:

1. To acquaint students with knowledge about the development of the meetings and events industry market in the light of the literature on the subject.
2. To understand current trends in the meetings and events industry market as well as strategies used to create competitive advantages.
3. To develop the ability to search for relevant literature on the subject and to use the latest research results in the practice of the activities of the meetings and events industry.

LEARNING OUTCOMES:

1. Student knows the current trends in the market of meetings and events (MICE).
2. Student knows the most important conditions for creating competitive advantages on the meetings and events industry market.
3. Student can assess the strengths and weaknesses of MICE in the context of a selected tourist area.
4. Student is able to assess competitive advantages and propose MICE development strategies.
5. Student can prepare a short report on the competitive position of a selected MICE object.

COURSE CONTENT

LECTURE:

1. Basics of creating competitive advantages on the MICE market in the light of the literature on the subject.
2. Selected MICE classifications as the basis for positioning and analysis of global market trends.
3. Strategies used by MICE market facilities. Discussion.
4. The use of the latest technologies in communication with the client as a source of competitive advantage of the MICE.

PRACTICAL FORM - WORKSHOP:

1. Choice of the subject of the report by students.
2. Selection of sources dedicated to MICE tourism market in the selected tourist area.
3. Work on comparative analysis of selected events.
4. Individual work: preparation of report in form of PPT presentation.
5. Analysis and assessment of the might and low sites of the analyzed coverages and submitting the results to discussion.

ASSESSMENT: written test, project, activity during classes

DIDACTICAL METHODS: Lecture with multimedia presentation; Group working; Case-study; Activity during classes

COMPULSORY READINGS:

Goldblatt, J. (2009) Special Events, A new generation and the next frontier, Sixth edition. Wiley.
 Goldblatt, J., Nelson K. S. (2001) The International Dictionary of Event Management. Wiley

COURSE: Social Media in MICE

COURSE OBJECTIVES:

1. To understand how new media has developed and has an impact on the MICE industry.
2. To gain knowledge about the role of social media in communication processes and what is the specifics of the market.
3. To gain knowledge about the use of social media in marketing and image strategies in the event management.

LEARNING OUTCOMES:

1. Student knows the market processes and functioning of business event enterprises in the external environment (on a national and international scale), using marketing principles
2. Student knows and understands the role of communication and negotiation in the management processes of MICE companies and the rules of this communication
3. Student can identify complex problems in the functioning of tourism and leisure enterprises and use appropriate methods and tools, including advanced ICT to analyze and solve them
4. Student thinks and acts in an entrepreneurial way in creating and organizing economic initiatives and social projects

COURSE CONTENT

LECTURE:

1. Social media - introduction. Characteristic.
2. Specialized social networking in the MICE industry. Company behaviour standards in social media.
3. Creating the event image and content on the example of FB.
4. Video services, micro blogs in the MICE industry - Twitter. The role of opinion leaders.
5. Crises in social media. Prevention and tools.

PRACTICALS:

1. Analysis of the selected event image in social media. Ways of using websites by a selected company.
2. An information campaign in the MICE industry regarding a specific offer or event in selected social media.
3. Measuring marketing campaign results in social media.
4. Analysis of communication with the environment on social media in crisis (in MICE industry).

ASSESSMENT: written test, project

DIDACTICAL METHODS: lecture with multimedia presentation, case-study, group work

COMPULSORY READINGS:

Zeng, B. (2013), Social media in tourism, Available at: https://www.researchgate.net/publication/273145105_Social_Media_in_Tourism
 Roque, V., Raposo, R. (2016) Social media as a communication and marketing tool in tourism: an analysis of online activities from international key player DMO27(1). Anatolia

COURSE: Photo and Video in MICE

COURSE OBJECTIVES:

1. To develop knowledge, skills and understanding, through the making of photographs, and/or videos and/or digital images, that lead to and demonstrate conceptual and technical accomplishment.
2. To acquire knowledge, skills and understanding that lead to increasingly accomplished critical and historical investigations of photography and/or video and/or digital imaging.
3. To understand the know-how and can function either as an entrepreneur or can take up jobs in photography for MICE industry.

LEARNING OUTCOMES:

1. Student knows how to takes into account issues MICE Industry in the making of photographs and/or videos and/or digital works.
2. Student knows how to generates a characteristic style that is increasingly self-reflective in their photographic and/or video and/or digital practice
3. Student recognizes how photography and/or video and/or digital imaging are used in various fields of cultural production
4. Student investigates different points of view in the making of photographs and/or videos and/or digital images

COURSE CONTENT

PRACTICAL FORM - WORKSHOP:

1. Introduction to Practice in MICE Photography.
2. MICE photography (Developing a Point of View).
3. MICE photography (Traditions, Conventions, Styles and Genres).
4. Hotel visitation and photo taking.
5. Fairs visitation and photo taking.
6. Introduction to Practice in Video.
7. MICE video (Developing a Point of View).
8. MICE video (Traditions, Conventions, Styles and Genres).
9. Presentations of the student work.

ASSESSMENT: practical skills display, portfolio

DIDACTICAL METHODS: practical exercises

COMPULSORY READINGS:

Ang T. (2018) Photography The Definitive Visual History. DK Publishing

Rogers T. (2013) Conferences and conventions: a global industry. Taylor & Francis.



4.4. INTERNSHIP

INTERNATIONAL TOURISM AND HOSPITALITY MANAGEMENT - INTRERNSHIP	
COURSE OBJECTIVES:	
<ol style="list-style-type: none"> 1. To use previously gained knowledge of the management of accommodation services in hotel facility and other accommodation services. 2. To train the ability to evaluate the activities of the accommodation division in hotels and getting knowledge of organising tourists' events by tourism agencies. 3. To develop social competences and attitudes creating and supporting responsible development of tourist services in accordance with sustainable development principles. 	
LEARNING OUTCOMES:	
<ol style="list-style-type: none"> 1. Student gains in-depth knowledge of how to plan and organize work and how to manage the hotel's accommodation division, (reception, booking department, housekeeping). 2. Student has the ability to evaluate the functioning of the accommodation division in a hotel facility. 3. Student knows the organizational structure of the accommodation division. 	
COURSE CONTENT	
LECTURE:	PRACTICAL FORM - WORKSHOP:
<ol style="list-style-type: none"> 1. Presentation of the documentation of internship and rules of evaluation. 2. Achievement of training effects and their evaluation. 3. Terms and condition of the evaluation of the internship in accommodation services and the tourist agencies. 	<ol style="list-style-type: none"> 1. Preparation of procedures for guest service in the hotel accommodation division. 2. Creating organizational structures depending on the category, size and function of the facility 3. Assessing the quality and efficiency of the accommodation division's operations.
ASSESSMENT: report	
DIDACTICAL METHODS: practical exercises	
COMPULSORY READINGS:	
Medlik S., Ingram H. (2000)The Business of Hotels. Butterworth-Heinemann	

MICE - INTERNSHIP	
COURSE OBJECTIVES:	
<ol style="list-style-type: none"> 1. To use previously gained knowledge of the management of business events, meetings, congresses and conferences. 2. To be able to evaluate the activities of the Destination Management Companies and getting knowledge of organizing business events by event agencies. 3. To develop social competences and attitudes creating and supporting responsible development of tourist services in accordance with sustainable development principles. 	
LEARNING OUTCOMES:	
<ol style="list-style-type: none"> 1. Student gains in-depth knowledge of how to plan and organize work and how to manage the different types of professional events. 2. Student has the ability to evaluate the functioning of the event agency. 3. Student knows the organizational structure of the event agency. 	
COURSE CONTENT	
LECTURE:	PRACTICAL FORM - WORKSHOP:
<ol style="list-style-type: none"> 1. Presentation of the documentation of internship and rules of evaluation. 2. Achievement of training effects and their evaluation. 3. Terms and condition of the evaluation of the internship in the event agencies. 	<ol style="list-style-type: none"> 1. Preparation of different types of business meetings, conferences, fairs and incentive tours. 2. Creating programmes of events. 3. Assessing the quality of the events in the business.
ASSESSMENT: report	
DIDACTICAL METHODS: practical exercises	
COMPULSORY READINGS:	
Fenich, G. G. (2012) Meetings, Expositions, Events and Conventions, an introduction to the industry. Pearson Prentice Hall	

1.4. END-OF-STUDIES – MASTER DISSERTATION

COURSE: Master Seminar
COURSE OBJECTIVES: <ol style="list-style-type: none"> 1. To prepare students to writing a master’s thesis, being the final assignment of the master’s degree studies. 2. To formulate scientific aims of the research and specify the procedure of conducting the research. 3. To present effects of his/her own work and to critically evaluate his/her own and other scientists’ achievements.
LEARNING OUTCOMES: <ol style="list-style-type: none"> 1. Student knows all formal and substantial rules of preparing a master’s thesis. 2. Student is able to find, understand and analyze different sources of science information 3. Student formulates the scientific problem, aims and objectives of the research. 4. Student accomplishes single stages of the research according to a logical order and hierarchy worked out earlier by himself. 5. Student follows the rules of taking advantage from other scientists’ intellectual ownership. 6. Student is a critical thinker and is able to formulate the doubts and recommendations for his/her science work.
COURSE CONTENT
SEMINAR: <ol style="list-style-type: none"> 1. First semester: discussion about the thesis topic, main scientific aims, form and scope of the master’s thesis, preparation of a scientific methodology and basic stages of conducting the research. 2. Second semester: presentation of results of scientific literature and materials investigation as well as discussion about the research procedure during preparation of the master’s thesis. 3. Third semester: presentation of the results of student’s own research, critically presentation of the research outcomes, formulation of recommendations concerning the research.
ASSESSMENT: exam
DIDACTICAL METHODS: lecture with multimedia presentation, case-study, exercises to use Eurostat, stat.gov.pl, maps and plans, Google Forms and webpages
COMPULSORY READINGS: According to teachers’ recommendation, individually dedicated for every student.

Seminar is realized on the second, third and fourth semester.

In the end of the first seminar the student is choosing her / his supervisor based on the academic / business background and experience.

It is essential to check and know the effective **Regulation of the Dean of the Faculty of Economics and Management University of Business in Wroclaw with the rules for submission of diploma theses and diploma exam.**

The student has to check and respect:

- ✓ dates of submission of diploma theses (for winter and summer semester)
- ✓ planned dates of diploma exam (for winter and summer semester)
- ✓ formal requirements of the dissertation
- ✓ the anti-plagiarism program report
- ✓ the rules of computer edition and completion of diploma thesis
- ✓ the list of exam issues



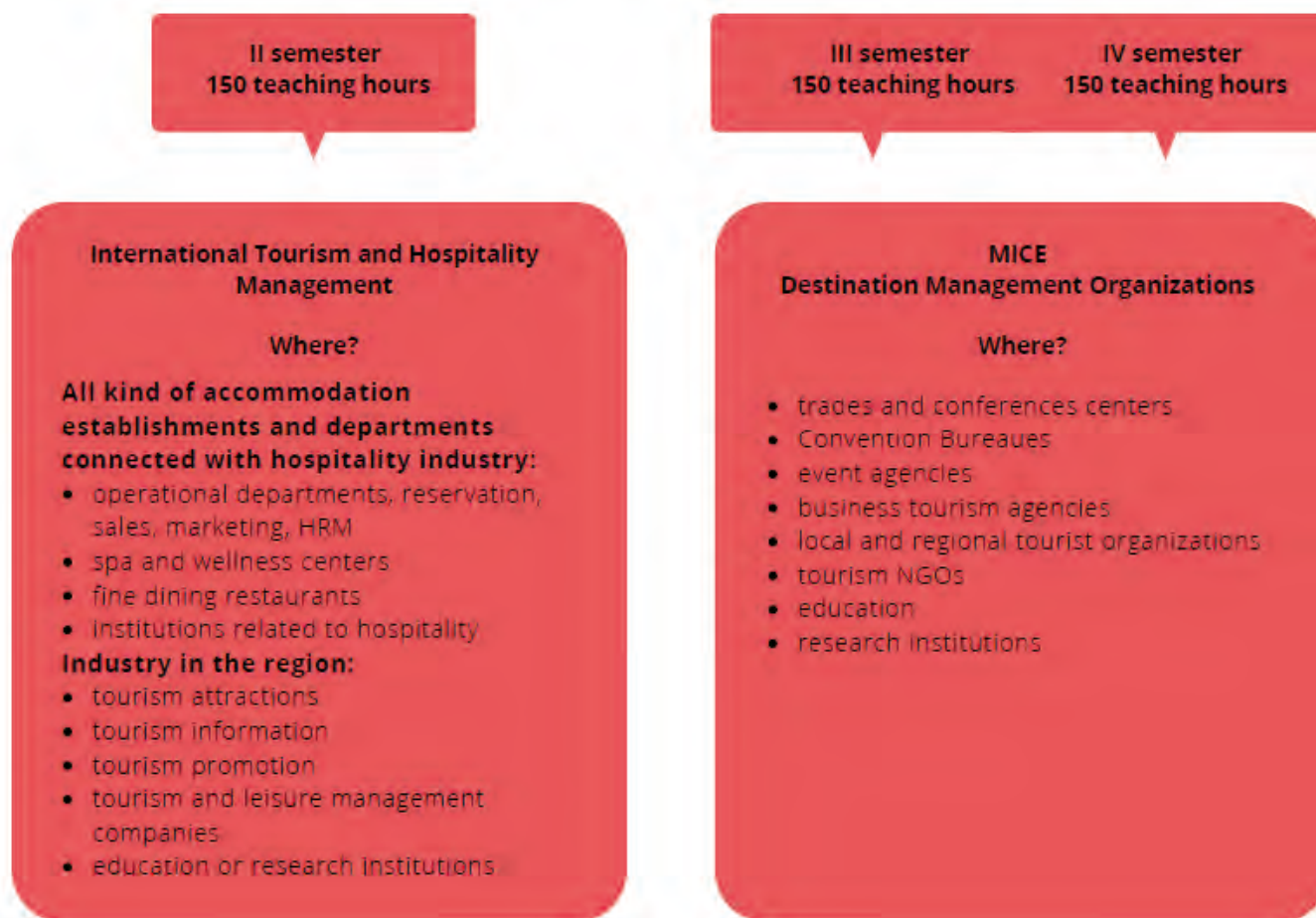
5. WHY THIS TRAINING?

Student's internship is an integral part of the study program and it is necessary to successfully complete the studies.

Internship -What is it?

Internship is part of the study program - on the second, third and fourth semester.

How many hours of student's internship has to be completed?



Carrier office at the University:

Carrier office can help students with:

- Creating a CV
- Advise on career path
- Choosing courses and training available for students
- Choosing places where students can do internship

For students, we have launched a new career platform that will help you find internship or a job offer: Career Office by JobTeaser. Register and specify your preferences to receive content and offers tailored to your interests. The Career Office will provide you with the necessary support to successfully enter the labor market. Regardless of whether you are just starting university or are already looking for a job, on the platform you will find interesting content. At your disposal there are company profiles, information on events related to career development, as well as job offers from Poland and abroad.

Register and create an account on the site: <https://wsh-wroclaw.jobteaser.com> Download the Career Center by JobTeaser app: for iPhone or Android

Student's internship - step by step:



Questions and answers:

Where can students find the information?

At the University's website, in the tab: Career Office -> student's internship.

At the website: www.wsh-wroclaw.jobteaser.pl - information about internship and employers.

Can I include student internships as part of my professional career?

Yes, if you are already employed, it is possible.

What happens if I don't finish student's internship?

Failure to complete the internship on time (by the end of semester III and by the end of semester V) will result in a negative evaluation of the subject.

Can I do a student internship outside of Poland /EU?

We recommend to do a student internship in Poland.

How to fill out student internship documentation?

All information how to complete internship documents can be found at the University's website in the Career Office tab.

What does the internship tutor do?

The internship tutor will help you choose the right place for the internship, answer your questions and show you how to complete the internship documents. The tutor is also responsible

Contact:

Carrier Office WSH

Room 2/6,

e-mail: biuro-karier@handlowa.eu,

Phone number: 71 333 11 08

6. WHAT NEXT?

Tourism has already started to become one of the biggest industries in the world. As Tourism and Leisure graduate of the University of Business in Wrocław you are prepared to work in a wide range of careers in the tourism and travel industry, including accommodation, leisure, entertainment, events, conferences, transportation, food and beverage sectors.

You can also conduct independent business activity or work in other connected industries that help to actually connect customers with tourism products or organizations that provide support for tourists.

Employment opportunities include a wide variety of job positions on operational or managerial level in enterprises and institutions rendering services to tourists, among others in:

Accommodation services and facilities:

- hotels
- guest houses,
- holiday camps etc.

- **The restaurant and food service industry**
- **Education or research institutions**
- **Travel agencies and OTAs (Online Travel Agencies)**

Governmental and Non-Governmental Organizations:

- DMO – Destination Management Organizations
- administration offices for tourism and leisure
- NGO's connected to tourism industry
- tourism governmental units
- tourist information and tourist offices
- tourism marketing, sales or public relations departments

MICE (Meetings, Incentive, Conferences, events) industry

- trades conference centers
- Convention Bureaus
- MICE associations
- event agencies
- business tourism agencies
- meeting consulting
- event consulting

Tourist transportation companies:

- airlines
- railway and coach services
- ferries and cruises services

Health and recreation centers:

- Spa & Wellness
- health resorts
- theme parks
- entertainment companies

Furthermore, you can also advance your career by choosing postgraduate studies or MBA studies at the University of Business in Wrocław as today's labour market requires constant education and improvement of your skills.



WSH

University
of Business
in Wrocław