

**Bronislaw Markiewicz State Higher School
of Technology and Economics
in Jaroslaw**

**Catalog of courses
PL JAROSLA02
Academic year 2017/2018**

Institute of Health Care

- Introduction to Philosophy (Wprowadzenie do filozofii) - 4 ECTS
- Methodology of Social Research (Metodologia badań społecznych) - 3 ECTS
- Professional Ethics (Etyka zawodowa) – 2 ECTS

Institute of Economy and Management

- Marketing Research – 4 ECTS
- Marketing – 5 ECTS
- Public Relations – 3 ECTS (in German)
- Base of Management – 5 ECTS
- Basis of Accounting – 5 ECTS

Institute of International Relations

- FORMS OF QUALIFIED TOURISM – 3 ECTS (spring semester)
- Marketing of Tourism Services – 4 ECTS
- Management of Tourism – 6 ECTS
- Strategic Marketing Planning of Tourism Business – 5 ECTS
- Basics of advertising – 6 ECTS
- Public Relations – 5 ECTS

Institute of Technical Engineering

- Soil Mechanics (Mechanika gruntów) – 3 ECTS
- Foundations (Fundamentowanie) - 3 ECTS
- Soil Mechanics II (Mechanika gruntów II) – 4 ECTS
- Foundations II (Fundamentowanie II) - 3 ECTS
- Computer networks - 5 ECTS
- Object-oriented programming in C++ and C# - 6 ECTS
- Modern programming languages – 6 ECTS
- Computer networks - 5 ECTS
- Network Operating Systems – 6 ECTS
- Software engineering – 6 ECTS
- Information technology – 2 ECTS
- Engineering and Industrial Surveying – 5 ECTS

Institute of Humanities

Subject / Class type	Class hours	Number of ECTS credits	Semester
Intercultural Communications [tutorial]	30	4	autumn / spring
Corporate Communication [tutorial]	30	4	autumn / spring
Corporate Language [tutorial]	30	3	autumn / spring
Cultural activities [tutorial]	30	3	autumn / spring
Modern polytoxicomania [tutorial]	30	3	autumn / spring
Involvement by Learning and Playing [tutorial]	30	3	autumn / spring
Introduction to Cognitive Linguistics [lecture]	30	2	autumn / spring
Unpredictability and Suppletion in the English Language [lecture]	30	2	autumn / spring
Early Childhood Education [tutorial]	30	4	autumn / spring
Cognitive aspects of the psychosomatic experience [lecture]	30	2	autumn / spring
Cultural activities[workshop/tutorial]	30	3	autumn / spring

TEACHERS:

Prof. UG. dr hab. Andrzej Rogalski

- Introduction to Philosophy - 4 ECTS
- Methodology of Social Research - 3 ECTS
- Professional Ethics – 2 ECTS

Elżbieta Wolanin-Jarosz PhD

- Marketing Research – 4 ECTS
- Marketing – 5 ECTS

Andrzej Olak PhD

- Public Relations – 3 ECTS (in German)

Dariusz Klak PhD

- Base of Management – 5 ECTS

Marek Uryniak PhD

- Basis of Accounting – 5 ECTS

Marcin Warchola PhD

- FORMS OF QUALIFIED TOURISM - 3 ECTS

Sylwia Dyrda-Macialek PhD

- Marketing of Tourism Services – 4 ECTS
- Management of Tourism – 6 ECTS
- Strategic Marketing Planning of Tourism Business – 5 ECTS
- Basics of advertising – 6 ECTS
- Public Relations – 5 ECTS

Dr inż. Janusz Kogut

- Soil Mechanics (Mechanika gruntów) – 3 ECTS
- Foundations (Fundamentowanie) - 3 ECTS
- Soil Mechanics II (Mechanika gruntów II) – 4 ECTS
- Foundations II (Fundamentowanie II) - 3 ECTS

Dr inż. Robert Pękala

- Computer networks - 5 ECTS

Dr inż. Janusz Bytnar

- Modern programming languages – 6 ECTS
- Object-oriented programming in C++ and C# - 6 ECTS

MSc Marek Zarychta

- Computer networks – 5 ECTS
- Network Operating Systems – 6 ECTS

MSc Andrzej Pieczonka

- Software engineering – 6 ECTS
- Information technology – 2 ECTS

Marek Banaś PhD

- Engineering and Industrial Surveying – 5 ECTS

SYLLABUSES

Course title	Marketing research
Type of course	Compulsory
Level of course unit	First cycle licentiate studies; Full-time
Year of study	1 - 3
Semester	1 + 2
Number of ECTS credit	4
Teaching methods	Classes
Language of instruction	English
Name of lecturer(s)	Doc. dr inż. Elżbieta Wolanin-Jarosz
Prerequisites	<i>Students should have knowledge of statistics, mathematics, marketing, management basics, learning about the organization</i>

Learning outcomes of the course unit	The purpose of this course is to provide knowledge on the role of marketing research in the company, the research process and the methods and tools used in marketing research.
Course contents	<ol style="list-style-type: none"> 1. Marketing information system in the enterprise 2. The essence and purpose of marketing research 3. Market research and marketing research 4. Types of marketing research 5. Stages of the research process 6. Types of information sources 7. Methods for calculating sample size 8. Methods of sampling for testing 9. Direct data collection methods (interviews, questionnaires, etc.) 10. Principles of construction of the questionnaire 11. Focus Group Interview 12. Analysis and interpretation of data 13. Rules for the drafting of the study
Assesment methods and criteria	<p><i>Lecture: tests, tasks, exercises</i></p> <p>A - excellent - 6.0 (knowledge, skills and social competence controlled wider than very well - allow the further acquisition of professional knowledge and skill of professional tasks problem - in case of typical and atypical)</p> <p>B - very good - 5.0 (knowledge, skills and social competence controlled very well - allow further acquisition of professional knowledge and professional tasks efficiently problem - in case of typical and atypical)</p> <p>C - Good - 4.0 (knowledge, skills, and social skills learned well-enable the further acquisition of professional knowledge and the proper execution of the tasks of professional problem - in typical and atypical cases of moderate difficulty),</p> <p>D - satisfactory - 3.0 (knowledge, skills, and social skills mastered enough - allow further acquisition of professional knowledge and professional tasks problem - in typical situations)</p> <p>E - Sufficient -2.0 (knowledge, skills and social competence controlled more than enough - to allow continued professional learning and professional tasks problem - in typical situations)</p> <p>F - Fail - 1.0 (knowledge, skills and social competence unsatisfactory-lack of knowledge, skills and social competence)</p>

	prevent further acquisition of professional knowledge and professional tasks with little difficulty)
Recommended reading	P. Baines, <i>Introducing Marketing Research</i> , John Wiley & Sons, New York 2002; C. S. Craig, S. P. Douglas, <i>International Marketing Research</i> , Third edition, John Wiley & Sons, New York 2005;

Course title	Marketing
Type of course	Compulsory
Level of course unit	First cycle licentiate studies; Full-time
Year of study	1-3
Semester	1 +2
Number of ECTS credit	5
Teaching methods	Lecture/ classes/
Language of instruction	English
Name of lecturer(s)	Doc. dr inż. Elżbieta Wolanin-Jarosz
Prerequisites	<i>Prerequisites: basic mechanisms knows the market, knows and understands the nature of the organization of its structure and function. It can acquire data and use them to analyze social phenomena and processes in the field of marketing.</i> Subject: microeconomics, management basics, learning about the organization
Learning outcomes of the course unit	The aim of the lectures in the field of marketing is to provide knowledge of the principles of marketing in the company. Mainly focused on discussing the basic concepts of marketing, the essence of consumer behavior, market segmentation and target group selection process. Special attention was paid to the concept of the marketing mix and explain each of its elements - product, price, distribution and promotion. Also discussed issues of marketing management.

<p>Course contents</p>	<ol style="list-style-type: none"> 1. The essence of marketing. 2. Companies marketing orientation 3. Marketing Information System 4. Consumer behavior 5. Market segmentation 6. Selection of target groups 7. Marketing mix 8. The product concept 9. Conception of price 10. Distribution 11. Promotion 12. International Marketing
<p>Assesment methods and criteria</p>	<p>Lecture: tests, tasks, exercises</p> <p>Classes: exam</p> <p>A - excellent - 6.0 (knowledge, skills and social competence controlled wider than very well - allow the further acquisition of professional knowledge and skill of professional tasks problem - in case of typical and atypical)</p> <p>B - very good - 5.0 (knowledge, skills and social competence controlled very well - allow further acquisition of professional knowledge and professional tasks efficiently problem - in case of typical and atypical)</p> <p>C - Good - 4.0 (knowledge, skills, and social skills learned well- enable the further acquisition of professional knowledge and the proper execution of the tasks of professional problem - in typical and atypical cases of moderate difficulty),</p> <p>D - satisfactory - 3.0 (knowledge, skills, and social skills mastered enough - allow further acquisition of professional knowledge and professional tasks problem - in typical situations)</p> <p>E - Sufficient -2.0 (knowledge, skills and social competence controlled more than enough - to allow continued professional learning and professional tasks problem - in typical situations)</p> <p>F - Fail - 1.0 (knowledge, skills and social competence unsatisfactory-lack of knowledge, skills and social competence prevent further acquisition of professional knowledge and professional tasks with little difficulty)</p>

Recommended reading	<p><i>1. Ph. Kotler, G. Armstrong, V. Vong, J. Saunders, Principles of marketing. Fifth European Edition, Prentice Hall, London 2008</i></p> <p>2. Charles W. L. Hill, Competing in the Global Marketplace, Eighth Edition, McGraw Hill Company 2010</p>
---------------------	--

- **Public Relations – 3 ECTS (in German)**

B2. a) Grundlagen Management

1. die Grundkonzepte der Verwaltung
2. die modernen Trends während der Verwaltung
3. der Entwicklungsprozess ausgeglichen
4. die Entwicklungsstrategie
5. die Kommunikationsprozesse in der Organisation

B2. b) Personalmanagement

1. die Schreibearbeit und das Curriculum Vitae Bilden
2. die eigene Person in einem Deutsch vorzuschlagen
3. das Vorstellungsgespräch in der Arbeit
4. die für die Arbeit geltenden Grundzitat und die Beschäftigungen
5. die Dialoge in den Arbeiteranlage

Teacher: Marek Zarychta

Subject: Computer networks

Course description: The course is an introduction to Ethernet LAN technologies and TCP/IP stack fundamentals.

Learning outcomes: ISO/OSI model, fundamentals of the Ethernet wired technologies, theory of the internet protocol (IP v4, v6), theory of the TCP protocol, some aspects of the switched Ethernet technology, IP routing basics, concepts of network security solutions.

Textbook and required materials:

- Odom W., Knott T.: Networking Basics CCNA 1, companion guide, Cisco Press 2006
- Odom W., McDonald R.: Routers and routing basics CCNA 2, companion guide, Cisco Press 2006

Prerequisites: Course in operating systems

Teacher: Marek Zarychta

Subject: Network Operating Systems

Course description: The course focuses on configuring, troubleshooting and managing network operating systems including Linux and some *BSD variants of UNIX.

Learning outcomes: Linux and FreeBSD installation, managing basic network services on Linux and FreeBSD, file sharing (SAMBA, FTP, NFS), DHCP server, HTTP server, LAMP architecture, *BSD security and firewalls.

Textbook and required materials:

- M.W. Lucas: Absolute FreeBSD, No Starch Press 2007
- T. Bautts, T. Dawson, G.N. Purdy: Linux Network Administrator's Guide, O'Reilly Media 2005

Prerequisites: Courses in operating systems and computer networks.

Dr inż. Robert Pékala

Subject: Computer Networks - 5 ECTS

SYLLABUS

Institute/Field of study: Institute of Technical Engineering / Computer Science

Subject:	Number of hours	ECTS	Teacher	Language
Computer networks	15/15	6	dr Robert Peçala	English

COURSE DESCRIPTION:

The course is dedicated to Wired Ethernet LAN technologies connected with the TCP/IP stack fundamental protocols.

Lecture: fundamentals of the switching Ethernet technologies, theory of the Internet Protocol (IP v4, v6), theory of the TCP protocol, IP v4 and IP v6 routing basics, implementation of some network security solutions.

Classes: Practical exercises concerning to: preparing of the wired Ethernet connections, managing Ethernet devices, IP v4 addressing techniques, IP v6 addressing, configuring Ethernet switches, configuring VLAN, link aggregation, stacking technology. Internetworking with Ethernet routers, configuring routing protocols: single- and multiarea OSPF, EIGRP.

LEARNING OUTCOMES:

A student should receive a basic theoretical knowledge and practical skills concerning to Ethernet LAN technologies and routing protocols.

GRADING POLICY:

Lecture: Written test

Classes: Short written test before every classes, connected with suitable subject

TIMETABLE

Number of hours:

Lecture: 15 hours

Classes: 15 hours

TEXTBOOK AND REQUIRED MATERIALS:

- W. Odom, CCENT/CCNA Official Cert Guide, Cisco Press, 2016r.
- *Introduction to networks v5.1, Companion guide*, Cisco Press 2016

PREREQUISITES:

High school course in operating systems

Course title	Software Engineering		
Name of lecturer	Mgr Andrzej Pieczonka		
Year	2017/2018	Learning period	Spring + fall semester
Language of instruction	English	Level of course	Undergraduate
Assessment	exam/continuous	Credits ECTS	6
Total hours	30		
Objectives	The course will introduce basic ideas, concepts, methods of software engineering. Students will gain understanding of software development process, will use dedicated tool - Visual Paradigm for design purposes, perform practical design of software system.		
Content	Software development process, software development activities: planning, implementation, testing, documenting, deployment, maintenance. Iterative and incremental development. UML-based object modeling with use cases. Model-driven engineering (usage of Eclipse as modeling tool). Tools for software engineering (Visual Paradigm) Case study: design of foreign students management system		
Compulsory reading	<ol style="list-style-type: none"> 1. Roger Pressman, <i>Software Engineering: A Practitioner's Approach</i>, McGraw-Hill Science, 2009 2. Dennis M. Buede, <i>The Engineering Design of Systems: Models and Methods</i>, Wiley Series in Systems Engineering and Management, 2009 		
Supplementary reading	<ol style="list-style-type: none"> 1. Alexander Kossiakoff, <i>Systems Engineering Principles and Practice</i>, Wiley Series in Systems Engineering and Management, 2011 		
Prerequisites	<i>programming skills in JAVA/C++, knowledge of databases</i>		

Course title:	<i>Information Technology</i>		
Name of lecturer	<i>Mgr Andrzej Pieczonka</i>		
Year	2017/2018	Learning period	spring + fall semester
Language of instruction	English	Level of course	undergraduate
Assessment	exam/continuous	Credits ECTS	2
Total hours	30		
Objectives	The course will introduce basic ideas, concepts, methods of information technology. Students will gain practical skills in office software as text editors, spreadsheets and presentation tools, get familiar with basics of web applications and usage of databases.		
Content	<p>Practical usage of the most important functions of office packages, group work The basics of web applications, building simple web pages, understanding and usage of simple database systems and different operating systems.</p> <p>Main tool: office package (Google Docs)</p> <p>Practice: creating office documents, simple web pages, simple databases, elements of SQL, work in Windows and Linux operating systems.</p>		
Compulsory reading	<p><i>1. Serge Gabet, Google Apps Script for Beginners</i> <i>Pact Publishing, 2014</i></p> <p><i>2. Mark Lassoff, HTML and CSS for Beginners with HTML5, LearToProgram 2013</i></p>		

Supplementary reading	<p>1. <i>C. J. Date, Introduction to Databases systems, Pearson Education 2002</i></p> <p>2. <i>Emilio Ruggi, Keir Thomas, Beginning Ubuntu Linux, Apress 2009</i></p>
Prerequisites	<i>General skills in computer operating</i>

Marek Banaś PhD

- Engineering and Industrial Surveying – 5 ECTS

• Course title	Engineering and Industrial Surveying
Teaching method:	
lecture (class hours)	-
exercises (class hours)	30
laboratory (class hours)	-
Number of ECTS points	5
Teacher's name	Marek Banaś
Academic degree	PhD

Information about the course of study

Department	Institute of Technical Engineering
Field of study	Geodesy and Cartography
Specialty	-
Mode	full-time studies
Academic year	2017/2018
Academic period	Fall/spring Semester

Introductory subjects and knowledge prerequisites	Introductory subjects: Adjustment computations, geodesy, information technology Knowledge prerequisites: Fundamentals of Math, language English level B1
--	---

Subject guidelines

Subject guidelines and objectives – knowledge and skills of the student	<p>The main objective of the course is to acquaint and equip students with the knowledge of planning and carrying out engineering and industrial geodetic measurements. The course furthermore contains methods of survey results (measurements) working out. Each student will learn about importance of surveyor role in the building site. Finishing the course, student should be acquainted with the main steps of building under construction and surveyor's tasks on each step. Completing the course, student will be able to design geodetic control network for building investment (construction project), monument horizontal and vertical control points, measure distances and directions using total stations, conduct leveling, adjust the observations (measurements) obtaining horizontal coordinates and heights, prepare setting-out data using construction project drawings, set out points using total station, set out points using GPS, conduct inventory surveys, create setting out diagrams, inventory survey reports etc. Student will be also acquainted with elements of displacement and deformation measurements procedures as inseparable part of engineering and industrial surveying.</p>
--	---

Didactic methods	Handing over synopsis of the exercise, providing example exercise explanation and solution on board, helping students on each step of their work in the classroom as well as on the field, systematic control of students' calculations on assessed tasks.
------------------	--

Detailed programme of the course

No.	Programme content	Number of hours
1.	Introduction. Presentation of practical examples of using surveying in building (construction), highway engineering, industrial building, housing	2
2.	Theoretical principle of horizontal and vertical control network marking; completion and measurement of regular geodetic control network	6
3.	Adjustment of the network's measurements (directions, angles, azimuths, distances)	4
3.	Preparation of the data (horizontal X, Y coordinates) using Bentley Microstation and Autodesk AutoCAD software	4
4.	Setting out using total station and GPS after sketch preparation (laying out on the ground)	4
5.	Inventory surveys of laid out points (theory and measurement on the ground)	2
6.	Setting out communication routes (theory, preparation of the setting out data)	4
7.	Checking verticality of structure with total station (theory, measurement on the ground and computations)	2
8.	Checking deflection and buckling of girder (theory, measurement simulated girder and computations)	2

Form of course completion and course requirements

Form of course completion (i.e. graded examination)	course credit
Course credit requirements	On-going monitoring of students' work, marks for projects and end-term test on self-sufficient problem solving

Bibliography

Lp.	Podstawowa
1.	Elementary surveying: an introduction to geomatics, 13 th Edition. Charles D. Ghilani, Paul R. Wolf, Prentice Hall 2010

2.	Adjustment Computations: Spatial Data Analysis, 5 th Edition. Charles D. Ghilani, John Wiley & Sons, INC., Hoboken, New Jersey 2010
3.	Wybrane zagadnienia z geodezji inżynierskiej. Józef Czaja, Wydawnictwa AGH, Kraków 1992
4.	Geodezja inżyniersko-przemysłowa – Zbiór przykładów i zadań. Wydawnictwa AGH. Kraków 1987.
5.	Modele statystyczne w informacji o terenie – J. Czaja, AGH Kraków 1997 r.
	Uzupełniająca
6.	Geodezja inżynierska. Praca zbiorowa. PPWK Warszawa-Wrocław 1990.
7.	Geodezja inżyniersko-przemysłowa Cz. 1, Jan Gocał. Uczelniane Wydawnictwa Naukowo-dydaktyczne AGH, Kraków 1999.

Dr Marcin Warchoła - FORMS OF QUALIFIED TOURISM - 3 ECTS - winter semester

Course title	FORMS OF QUALIFIED TOURISM -
Course unit code	M/TR/S/FTK
Type of course	Compulsory
Level of course unit	first cycle licentiate studies; full-time
Year of study	3
Semester	Winter
Number of ECTS credit	3
Teaching methods	Classes/ field activities
Language of instruction	English
Name of lecturer	Ph.D. Marcin Warchoła
Prerequisites	good physical condition, suitable tourist equipment
Learning outcomes of the course unit	<ol style="list-style-type: none"> 1. Acquire skills in the selection of equipment suitable for the qualified forms of tourism (eg. hiking and mountain tourism, skiing, cycling and others) and the ability to use it. 2. Familiarising students with different forms of tourism by means of active participating in activities included in curriculum (mountain trip, hiking, cruise, camp, excursion). 3. Developing technical skills and abilities concerning moving around. 4 To foster interest and passion for knowledge by active participation in tourism and qualified tourism. 5. Shaping the principles of conscious discipline and harmonious coexistence in a team.
Course contents	CLASSES: <ol style="list-style-type: none"> 1. Field activities introduction, organization matters discussion, the aims and assumptions of field trips.

	<p>2. Tourism and environment (discussion).</p> <p>3. Major forms of tourism realised in Poland against the background of nature conditions and existing infrastructure. The place and importance of sightseeing matters in tourism (discussion).</p> <p>4. Preparation of materials and sightseeing schedule related to the field trip destination.</p> <p>5. Discussion of the principles and elements of guide's work while realizing a trip.</p> <p>FIELD TRIP (first and second day):</p> <p>Hiking – discipline characteristic, knowledge development of:</p> <ul style="list-style-type: none"> - equipment and outfit necessary while hiking, - forms and terms of practiced walking mountain tourism, - characteristic of land activities and infrastructure (shelters, etc.) - pedestrian safety during trips in the mountains, <p>also:</p> <ul style="list-style-type: none"> - general rules for first aid (loss of consciousness, circulation-respiratory resuscitation, etc.) - camping rules during field trips/basic knowledge of equipment. - characteristics of tourism human resources (HR laws on tourism, education) - orientation in the field with particular emphasis on the use of map and compass (Science marks orientation lines on the map and in the field, setting the azimuthally, relief ...) -developing the skills and first aid (equipment kits, call the qualified assistance GOPR / TOPR). <p>FIELD TRIP (third and fourth day):</p> <p>Cycling - the discipline, the development of knowledge about:</p> <ul style="list-style-type: none"> - equipment and equipment necessary during the migration cycle, - forms and principles of practice, - characteristics of land and infrastructure, - types of trails and markings, as well as the existing rules of conduct, - bicycle safety during the trips. <p>also:</p> <ul style="list-style-type: none"> - place and role of cultural and entertainment events in the tourism - planning leisure time (fireplace, playing music and singing).
<p>Assessment methods and criteria</p>	<p>Active participation in classes, solving situation tasks, discussion, preparation of the multimedia presentation.</p> <p>Active participating in different forms of tourist activities during the field trip. Demonstration of practical skills in the chosen forms of qualified tourism (hiking, cycling, rafting, etc.).</p>
<p>Recommended reading</p>	<p>1. R. Kumar, Sports, Adventure and Recreational Tourism, SBS Publishers, 2009.</p> <p>2. R. Buckley, Adventure Tourism, CABI Publishing, 2006.</p> <p>3. W. Siwiński, R.D. Tauber, Leksykon turystyki i rekreacji : polsko-angielski na użytek szkół wyższych o kierunku turystyka i rekreacja, WSHiG, Poznań 2008.</p>

1. Marketing of tourism services – 4 ECTS

2. Management of tourism – 6 ECTS

3. Strategic marketing planning of tourism business – 5 ECTS

MARKETING OF TOURISM SERVICES – 4 ECTS

The aim of the course is to introduce students to the nature and role of marketing tools in tourism - both for tourism enterprises and territorial units (municipalities, cities or regions) . Subject moves among the issue of the marketing mix in tourism, tourism product , promotion of tourism , etc.

After completing the course the student:

- Recognizes the role of marketing tourism services ,
- Recognizes the role of the tourism product in the market of tourist services ,
- Be able to design the tourist product and strategy for its promotion

FOUNDATIONS OF THE THEORY OF MARKETING SERVICES, TOURISM AND RECREATION AND TOURIST AREAS

Marketing services

The market of tourism and recreation

Behaviour customer market tourism and recreation

Marketing concept in tourism and recreation

STRUCTURE OF THE INSTRUMENTS OF MARKETING IN TOURISM AND RECREATION

Product as an instrument of marketing in tourism and recreation

Price as an instrument of marketing in tourism and recreation

Distribution as an instrument of marketing in tourism and recreation

Promotion as a marketing instrument for tourism and recreation

Staff as an instrument of marketing in tourism and recreation

MODERN MARKETING IN TOURISM AND RECREATION

Territorial Marketing in tourism

Branded tourist product

Marketing communications in tourism and recreation

Relationship Marketing in tourism and recreation

Marketing research in tourism and recreation

Marketing strategies in tourism and recreation

Literature: *Marketing for Hospitality and Tourism* / Philip Kotler, John T. Bowen, James C. Makens. - Boston : Pearson, 2010.

MANAGEMENT OF TOURISM

6 ECTS

The aim of the course is to introduce students to the nature and role of management activity in tourism - both for tourism enterprises and territorial units (municipalities, cities or regions) .

After completing the course the student:

- Recognizes the role of management in tourism ,
- Recognizes the role of key members of the market of tourist services ,
- Be able to design the management plan for enterprising activity on the tourism market

1. Contemporary models of organizational structures and management of tourism

Destination Marketing (Management) Organisations (DMO) - modern organizational structures in tourism

Characteristics of the most important tasks and responsibilities of the entities forming the modern systems of organization and management of tourism

2. Organization and management of tourism at the national level

Tourism in the structure of the administration and management of the State

National Tourist Administration (NTA)

National tourism organization (NTO)

Organizations of local economic and tourism associations

3. Organization and management of tourism at the regional level

Tourism in the provincial local government units

Regional tourist organizations (ROT)

Other entities in the system of tourism management at the regional level

4. Organization and management of tourism at the local level

Tourism in the district and municipal local government units

Local tourist organizations (LOT)

Other entities in the system of tourism management at local level

5. The international environment and its impact on the system of organization and management of tourism in Poland

Globalization and modern systems of organization and management of tourism

The role and impact of international organizations on the management system of tourism

Literature: Theory of tourism and tourism management, Tadeusz Chudoba CeDeWu , 2010 .

International Journal of Tourism Management; Elsevier.

STRATEGIC MANAGEMENT PLANNING IN TOURISM BUSINESS

5 ECTS

The aim of the course is to present the essence of marketing planning is the stage of strategic marketing management firm that tourist destination. Students acquire knowledge of analysis, planning , implementation and control of marketing strategies adopted on the tourist market .

After completion of the training the student can:

- Analyze the situation on the market of tourist services ,
- Use the tools of strategic management ,
- Independently perform marketing plan , production and finance

Strategic management, the essence of management in tourism

Management and marketing planning

Modern trends in strategic marketing management

Marketing knowledge

Internet marketing relationship marketing

Marketing analysis of the situation on the market of tourist services

Marketing audit Analysis of the environment

Macro-environment and its main elements microenvironment

SWOT Analysis

Competitive Analysis

Analysis of consumer behavior

Phases of the process of strategic marketing management on the tourism market

Market Research Analysis of the target market

Analysis of the marketing strategy

The essence of marketing strategy

Formulating marketing strategy

Mission statement and objectives

Implementation of the strategy portfolio analysis

The essence of the process of strategic planning in tourism

Formulating marketing plan

Analysis of the market situation

Service strategy market

Analysis of marketing budget

Program marketing mix

Monitoring, evaluation and control

The selection criteria in making marketing decisions.

The role of the analysis of the company's financial situation

Selection criteria - financial and non-financial

Evaluation of the effectiveness of marketing activities

Financial criteria - cash flow profitability Analysis

The use of DuPont model

Alternative action plans Information for the strategic management

Strategic management, the essence of management in tourism

Management and marketing planning

Modern trends in strategic marketing management

Marketing knowledge
Internet marketing relationship marketing

Marketing analysis of the situation on the market of tourist services
Marketing audit Analysis of the environment
Macro-environment and its main elements microenvironment
SWOT Analysis
Competitive Analysis
Analysis of consumer behavior

Phases of the process of strategic marketing management on the tourism market
Market Research Analysis of the target market
Analysis of the marketing strategy
The essence of marketing strategy
Formulating marketing strategy
Mission statement and objectives
Implementation of the strategy portfolio analysis

The essence of the process of strategic planning in tourism
Formulating marketing plan
Analysis of the market situation
Service strategy market
Analysis of marketing budget
Program marketing mix
Monitoring, evaluation and control

The selection criteria in making marketing decisions.
The role of the analysis of the company's financial situation
Selection criteria - financial and non-financial
Evaluation of the effectiveness of marketing activities
Financial criteria - cash flow profitability Analysis
The use of DuPont model
Alternative action plans Information for the strategic management

Literature: *Marketing for Hospitality and Tourism* / Philip Kotler, John T. Bowen, James C. Makens. - Boston : Pearson, 2010.

Marketing communications strategies / Akademia Ekonomiczna w Poznaniu ; red. nauk. Bogna Pilarczyk. - Poznań : Wydawnictwo Akademii Ekonomicznej w Poznaniu, 2008.

Teacher: Dr inż. Janusz Bytnar

Object-oriented programming in C++ and C# - 6 ECTS

Course description:

The course discusses specific elements of object-oriented programming, introduces the methodology and principles of object-oriented programming environment and a modern object-oriented programming language Microsoft Visual Studio (C++ and C#).

Learning outcomes:

History of object-oriented programming, characteristics of object-oriented programming (classes, objects, basic types, hierarchies of classes, inheritance), constructors, destructor. The use of classes, explicit and implicit call constructors. Functions and Friendly class with other classes. The use of the inheritance in programming (access to components, standard conversions by inheriting). Virtual functions, the use of virtual functions, methods, as a means of communication between the objects themselves. All examples are in C++ and C #.

Textbook and required materials:

Eckel B.: „Thinking in C++”, Helion, Gliwice, 2002,

Liberty J.: „Teach Yourself C++ in 21 Days (4th Edition)”, SAMS publishing, 2002

Paul Deitel, Harvey Deitel: „Visual C# 2012 How to Program”, 2012

Prerequisites: Introduction to Algorithms and Data Structures, Introduction to programming

Teacher: Dr inż. Janusz Bytnar

Subject: Modern programming languages

Course description:

The course discusses specific programming elements in modern programming languages C # and Java. Classes show many examples of programming solutions in both languages.

Learning outcomes:

Review and compare programming languages (C #, Java). Passing parameters to subroutines. Sample programs in C #, Java. Overloading subroutine and operator names. Features of object-oriented programming. Creating AWT graphical user interfaces. Manual and automatic placement of items on the form. the use of swing components in applications and applets using JApplet class). Dialogs, support for basic component events.

Textbook and required materials:

Eckel B.: „Thinking in C++”, Helion, Gliwice, 2002,

Eckel B.: „Thinking in Java”, Helion, Gliwice, 2006,

Paul Deitel, Harvey Deitel: „[Visual C# 2012 How to Program](#)”, 2012

Prerequisites: Introduction to Algorithms and Data Structures, Introduction to programming

Foundations – ECTS points 3

Lectures

Types of foundations. Geotechnical design techniques suitable to geotechnical category.

Direct foundations: strip, feet, grates, plates. Bearing capacity according to Polish standard PN-81/B-03020. Indirect foundations: on piles, on wells, on diaphragm walls, on caissons. Types and examples.

Direct foundations: strip, feet, grates, plates. Bearing capacity according to Eurocode PN-EN 1997-1

Direct foundations. Settlements, serviceability limit state according to Polish standard PN-81/B-03020.

Direct foundations. Admissible settlements, serviceability limit state according to standards PN-81/B-03020 and PN-EN-1997-1

Project

Direct foundation. Bearing capacity according to Polish standard PN-81/B-03020.

Direct foundation. Bearing capacity according to Eurocode PN-EN 1997-1.

Teacher: dr inż. Janusz Kogut

Soil Mechanics II – ECTS points 3

Lectures

Foundation on piles. Bearing capacity of piles according to Polish standard PN-83/B-02482.

Foundation on piles. Bearing capacity limit state according to Eurocode PN-EN

1997-1.

Overview of piles technology: drilled piles; displacement piles. Examples of the advantages and disadvantages of each technology.

Diaphragm walls. Application and technology execution steps. Examples of implementation as retaining walls and as basement walls.

Limit states of special foundations: on walls and on caissons. Summary of the course.

Project

Foundation on piles. Bearing capacity according to Polish standard PN-83/B-02482.

Foundation on piles. Bearing capacity according to Eurocode PN-EN 1997-1.

Foundations – ECTS points 3

Lectures

Retaining walls. Active pressure, passive pressure (resistance) and pressure at rest.

Retaining walls. Ultimate limit state according to PN-83/B-03010 and EN- 1997-1.

Diaphragm wall, sheet piling, types and conditions for proper execution, limit states.

Baseplates, structural calculations with soil-structure-interaction, the principles of reinforcement.

Geosynthetics: types and applications to enhance and strengthen the soil slopes. Values of mechanical parameters.

Project

Retaining wall. Ultimate limit state calculations according to the PN-81/B-03010 and PN-EN-1997-1. Serviceability limit states according to the PN-81/B-03010 and PN-EN-1997-1.

Soil Mechanics – ECTS 4 points

Lectures

Classification of soil and name determination according to Polish and European standards. Diagnosis of soil by macroscopic methods.

The characteristics of soil: water content, density, porosity and detailed definitions. Granulometric analysis according to Polish and international (ISO, European) standards, content of fractions used the sieve analysis and the hydrometer methods.

Atterberg limits for cohesive soils, the definition of the degree of plasticity. Degree of compaction of cohesionless soil, hydraulic conductivity and passive capillarity.

Mechanical characteristics of the soil: the primary and secondary compressibility eodometer modules, the sand indicator.

The shear strength in simple shear test and triaxial compression test.

Water in the soil, aeration and saturation zone. Determination of scouring, colmatage, consolidation, irrigation and heave.

Soil Models: a) linear-elastic half-space, Boussinesq problem, b) two-phase, three-phase models, the main hypothesis in the theory of plasticity. Plane strain and 3D stress models.

Laboratory tests

Classification and marking of soil - diagnostic according to: PN EN ISO 14688: 2004; PN-86/B-2480; PN-88/B-04481. Basic concepts, marking and description. Classes of soil samples and sampling methods: PN-B-02479: 1998. PN-04452: 2002.

Granulometric analysis of the soil according to standards: ISO 14688; PN-88/B-04481. Basic concepts. Determination and description.

Determination of physical characteristics of the soil. Determination of organic content according to PN-88/B-04481.

Atterberg Limits – shrinkage limit, plastic limit and liquid limit. Determination of Plasticity index (IL) and consistency index (Ic) due to PN-88/B-04481 and PN EN ISO 14688.

Degree of compaction of soil, optimum moisture content and density index - Proctor method, PN-88/B-04481. Determination of hydraulic conductivity (k)

Identification of passive capilarity, PN-60/B-04493. Basic concepts, symbols and description.

Mechanical characteristics of the soil. Basic concepts. Compressibility of soil, eodometer compressibility module, PN-88/B-04481 (PN). Sand equivalent index PN EN 933-8:

The shear resistant of a soil. PN-88/B-04481. Basic concepts. Determination and description.

Final approval of reports. Accept test.