

1.	<b>Field of study</b>	<b>Tourism</b>
2.	Faculty	Faculty of Natural Sciences
3.	Academic year of entry	2023/2024 (winter term), 2024/2025 (winter term)
4.	Level of qualifications/degree	second-cycle studies
5.	Degree profile	general academic
6.	Mode of study	full-time

<b>7. General information about the module</b>	
<b>Module name</b>	<b>Fundamentals of an Enterprise</b>
Module code	W2-TR-S2-014
Number of the ECTS credits	2
Language of instruction	Polish
Purpose and description of the content of education	Student understands the interrelationships occurring in the economy. He/she knows the principles of enterprise and consumer functioning in a market economy. The module teaches entrepreneurial attitudes, innovativeness, business models, skills of setting up and running a business (and maintaining it on the market), including navigating the institutional and legal system, constructing a business plan, obtaining sources of financing.
List of modules that must be completed before starting this module (if necessary)	not applicable

<b>8. Learning outcomes of the module</b>			
Code	Description	Learning outcomes of the programme	Level of competenc (scale 1-5)
W2-TR-S2-014_1	He or she is familiar with the general principles for the creation and development of forms of individual entrepreneurship, using knowledge from the field of tourism sciences.	W07	4
W2-TR-S2-014_2	Knows the economic mechanisms and principles of tourism enterprises.	W05	4
W2-TR-S2-014_3	Able to think and act in an entrepreneurial manner.	K06	4
W2-TR-S2-014_4	Correctly identifies and resolves dilemmas related to the profession.	U09	4
W2-TR-S2-025_5	Be able to prepare marketing research tools used in tourism.	U06	5

<b>9. Methods of conducting classes</b>		
Code	Category	Name (description)
a01	Lecture methods / expository methods	Formal lecture/ course-related lecture <i>a systematic course of study involving a synthetic presentation of an academic discipline; its implementation assumes a passive reception of the information provided</i>

b04	Problem-solving methods	Activating method – discussion / debate <i>an exchange of views supported by substantive arguments leading to a clash of different views, a compromise or the identification of common positions; it proceeds according to previously agreed-upon rules regarding the time, manner and turn-taking as well as the principles of civil discourse; a discussion is not a competition but aims at finding the best solutions or presenting different points of view; its varieties include brainstorming, Oxford-style debate, panel discussion, decision tree, conference discussion; a debate is an orderly dispute between supporters and opponents of a viewpoint, usually specialists in the field or pre-selected representatives of a group dealing with a common problem</i>
c07	Demonstration methods	Screen presentation <i>a presentation of synthetic image content using computer graphics, e.g., a series of slides or other multimedia forms, usually accompanied by a commentary; typical components of a screen presentation include text organized into bulleted points, charts, images and animations, sometimes sound effects or music; a multimedia illustration of course content presented in the form of a projected image</i>

10. Forms of teaching					
Code	Name	Number of hours	Assessment of the learning outcomes of the module	Learning outcomes of the module	Methods of conducting classes
W2-TR-S2-014_fs_1	lecture	15	course work	W2-TR-S2-014_1, W2-TR-S2-014_2	a01
W2-TR-S2-014_fs_2	practical classes	15	course work	W2-TR-S2-014_3, W2-TR-S2-014_4, W2-TR-S2-025_5	b04, c07

11. The student's work, apart from participation in classes, includes in particular:			
Code	Category	Name (description)	Is it part of the BUNA?
a01	Preparation for classes	Search for materials and review activities necessary for class participation <i>reviewing literature, documentation, tools and materials as well as the specifics of the syllabus and the range of activities indicated in it as required for full participation in classes</i>	Yes
a02	Preparation for classes	Literature reading / analysis of source materials <i>reading the literature indicated in the syllabus; reviewing, organizing, analyzing and selecting source materials to be used in class</i>	Yes
a03	Preparation for classes	Developing practical skills <i>activities involving the repetition, refinement and consolidation of practical skills, including those developed during previous classes or new skills necessary for the implementation of subsequent elements of the curriculum (as preparation for class participation)</i>	No
a04	Preparation for classes	Consulting materials complementary to those indicated in the syllabus <i>agreeing on materials complementary to those indicated in the syllabus, supporting the implementation of tasks resulting from or necessary for class participation</i>	No
b01	Consulting the curriculum and the organization of classes	Getting acquainted with the syllabus content <i>reading through the syllabus and getting acquainted with its content</i>	No
c02	Preparation for verification of learning outcomes	Studying the literature used in and the materials produced in class <i>exploring the studied content, inquiring, considering, assimilating, interpreting it, or organizing knowledge obtained from the literature, documentation, instructions, scenarios, etc., used in class as well as from the notes or other materials/artifacts made in class</i>	No