

Course title:	Economy				Code:
Field of study:	Tourism and recreation				Year/Semester: 1
Specialization:	all				Modes: S/NS
Number of hours / semester 45					ECTS credits: 6
Lectures: 30	Practical work: 15	Laboratory work:	Projects:	Seminars:	

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Course position in the study programme:

- basic course

Objectives:

- The essence and division of economics,
- Human needs vs business activity
- Economical rationality,
- A market and its types,
- A company and its optimal production and services,
- Consumers' demands,
- Gross national product,
- International trading.

After the course students should be able to:

- Specify various marginal values,
- Calculate a point of market balance and its changes,
- Use economical tools,
- Specify flexibility of demand and supply prices,
- Evaluate relations between incomes and outcomes, between expenditures and costs, between profits and liquidity,
- Specify prices of hotel industry, catering and tourism services prices,
- Calculate values of PC, PP i PM and describe basic relations between them,
- Specify various services and production costs,
- Use various procedures related with finances and loans,
- Specify and use tools related with international trade.

Course contents:

Basic aspects of economy (Economy as a study of processes of managing, Microeconomy and macroeconomy, Market economy and managing, Resources and their division, Limits of production capabilities)

Needs vs business (Types of need, Unlimited needs and limited resources, Division of human needs according to Maslov, Types of business activities, freedom vs economical equality).

Rationality in managing. (Rules of rationality, Real and procedural rationality, Effectiveness of management, Economical calculation vs economical analysis, conditions for effective management.)

Market and its elements. (Models of markets, A price and its functions, demand and its value factors, what creates a supply, market balance, web model, financial market, loans market, company on the market, consumers demands, gross national product, international trade.)

Financial-credit market. (types and functions of money, functions of banks, rules of cheques and bills turnover.)

Company on the market (Property of company, Forms of companies' property, types of products, relations between products, optimal production, production costs, cost of services and its calculating, calculation of prices)

Consumer demand (What is consumer demand, types of flexibility, ways of evaluating flexibility, consumer's optimum, change of budget line, complementary goods, Engle's curves, Giffen's goods)

National product and income (National product, IDs, Incomes and outcomes outflow, Nominal and real gross national product.)

International trade (International trade policies, Ways of international trade, balance of payments, balance of trade, currencies rates, duties, integration processes).

Teaching methods: lectures, classes

Assessment methods:

- a) Student in every term :
 - must take exams covering learned material. The exam has a form of written test combined of theoretical and practical parts. There are 2 or 3 test in a single term;
 - should write at least 2 essays on a given subject;
 - will be assessed for his work during classes;
- b) In case of not passing the test, students may improve his or her negative mark in a period of 1 month;
- c) Student should have at least 3 marks in every semester and attend every test and submit all the essays;
- d) Will pass if he or she gets at least grade 3;
- e) Scale of marks: 2 – under 61 % of curriculum knowledge; 3 – higher than 61 %; 4 – higher than 81 %;
- f) If the student is absent (practice terms) he or she has to submit the essays and pass additional exam in order to complete these classes. The lecturer must give all necessary instructions concerning literature, curriculum and give needed advice.
- g) Obowiązkiem wykładowcy jest udzielenie studentowi wszelkich wskazówek w zakresie dostępnej literatury oraz konsultacji w czasie pełnionych dyżurów.

Recommended reading:

1. Compulsory:

1. Cyrson E., (praca zbiorowa), Kompendium wiedzy o gospodarce, PWN, Warszawa 1996 r.
Gulcz M., Ekonomia cz. I Mikroekonomia i cz. II Makroekonomia, Wyd. UAM, Poznań 1997 r.
2. Jędrzejczyk I., Nowoczesny biznes turystyczny. Ekostrategie w zarządzaniu firmą, Wydawnictwo Naukowe PWN, Warszawa 2001 r.
3. Rekowski M., Wprowadzenie do mikroekonomii, Wyd. Akademia Ekonomiczna w Poznaniu, Poznań 2002 r.
4. Barczyk M., Kalinowski S., Łuczyński W., Wiśniewski F., Mikroekonomia. Materiały do ćwiczeń, Wyd. Akademia Ekonomiczna w Poznaniu, Poznań 2002 r.

2. Recommended :

1. Knowles T., (tłum. Grażyna Górską), Zarządzanie hotelarstwem i gastronomią, Wyd. PWE, Warszawa 2001 r.
2. Milewski R., (praca zbiorowa), Podstawy ekonomii, Wyd. PWN, Warszawa PWN, Warszawa 1998 r.
3. Milewski R., (praca zbiorowa), Podstawy ekonomii. Ćwiczenia, zadania, problemy, Wyd. PWN, Warszawa 1998 r.
4. Mossakowska E., Zajączkowska M., Zawojska A., Mikroekonomia. Testy i zadania, Wyd. CIM, Warszawa 2001 r.