

Course title:	<b>Enterprise operation</b>				Code:
Field of study:	<b>Tourism and recreation</b>				Year/Semester: <b>I/1</b>
Specialization:	<b>Management and marketing in hotels, restaurants, tourism and recreation</b>				Modes: <b>F/E</b>
Number of hours / semester <b>30/16</b>					ECTS credits: <b>3</b>
Lectures: <b>15/8</b>	Classes: <b>15/8</b>	Laboratories:	Projects:	Seminars:	

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**Course position in the study syllabus:**

- field course

**Objectives:**

- to understand correctly basic principles of the enterprise functioning (especially tourist enterprises)
- to be able to identify and differentiate between basic forms of property as well as organization and legal forms of enterprises
- to be able to evaluate economic position of the company and interpret selected economic indicators
- to get to know internal and external conditions of enterprises and other organizations functioning that result from processes of economic integration and globalization
- to develop interest in running business in various organization and legal forms
- to prepare students to take decisions and to solve problems concerning business activity ( in the field of tourism and recreation, first of all)

**Learning outcomes:**

- to understand basic principles of enterprise functioning
- to identify and differentiate between selected economic indicators

- to evaluate economic position of the company and to interpret selected economic indicators
- to get to know internal and external conditions of enterprises and other organizations functioning
- to prepare students to take decisions and to solve problems concerning business activity

**Course contents:**

- to present current important theoretical issues applied in practice and concerning: enterprise theory and its activity as an economic entity with special regard to a tourist enterprise; micro- and macro-surrounding, including its specific character resulting from changes occurring in the world contemporary economy; basic forms of property as well as organization and legal forms of enterprises (including consequences of choosing them); the life cycle of the enterprise – from taking a decision to run a company, the possibility to transform it, to its liquidation; the organization and management in processes of globalization and integration
- issues concerning the enterprise potential are also significant and connected with the evaluation of its usage as well as defining determinants of its value and economic position by getting to know convenient elements and estimation measures

**Teaching methods:** lectures, classes

**Assessment methods:** to get credits students have to receive a positive grade in classes and a final exam (written). The final grade in classes consists of: a result of a test (written), attendance and class participation

**Recommended reading:**

1. Kasiewicz S., Możaryna H. (red.), *Teoria przedsiębiorstwa. Wybrane zagadnienia*, SGH, Warszawa, 2004
2. Lichtarski J., *Podstawy nauki o przedsiębiorstwie* (red.), AE, Wrocław, 2007
3. Kapusta F., *Przedsiębiorczość. Teoria i Praktyka*, Poznań-Wrocław, 2006
4. Gołembski G. (red.), *Przedsiębiorstwo turystyczne. Ujęcie statyczne i dynamiczne*, PWE, 2007
5. Pyka I., Pyka J., Woźniak-Sobczak B., *Elementy ekonomii i ekonomiki przedsiębiorstwa w warunkach globalizacji*, SKwP-ZG. COSZ, Warszawa, 2003

6. Malara Z., *Przedsiębiorstwo w globalnej gospodarce. Wyzwania współczesności*, PWN, 2006
7. Skowronek-Mielczarek A., Leszczyński Z., *Analiza działalności i rozwoju przedsiębiorstwa*, PWE, 2008
8. Ilisio Manuel de Jesus, *Wybrane zagadnienia do oceny i analizy przedsiębiorstw*, UW-M, Olsztyn, 2003
9. Mućko P., Sokół A., *Jak założyć i prowadzić własną firmę*, CeDeWu.pl, Warszawa, 2008