

Course title:	Management				Code:
Field of study:	Tourism and recreation				Year/Semester: 2
Specialization:	all				Modes: F/E
Number of hours / semester 45/45					ECTS credits: 6
Lectures: 30/30	Classes: 15/15	Laboratories:	Projects:	Seminars:	

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Department: Management and Marketing

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Course position in the study programme:

- field course

Objectives:

The aim of the course is to teach students the following:

- the essence and purposefulness of tourist enterprise management, financial reports, written in the enterprise and tools concerning the quota analysis, service enterprise capital and sources of this capital financing, management of commercial receivables and obligations along with assessment methods, economic and financial effects achieved in current service activity – the analysis of investment projects, foundations of financial accountancy in catering industry along with selected elements of managing accountancy

Learning outcomes:

- to understand and use knowledge of enterprise, institution or organization management

Course contents:

1. A development of management sciences.
2. Management, administration and control.
3. Management qualifications and positions.
4. Management styles and techniques.
5. Planning of enterprise or institution activity.

6. Organizing and coordinating of the entity functioning.
7. Formation principles and kinds of organization structures.
8. Incentive systems.
9. Operation activity control.
10. Vision, mission, and strategy of the enterprise or organization.
11. Strategic management.
12. A general description of the enterprise, the essence of enterprise management.
13. Depreciation as a source of the cash flow improvement in tourist and recreation enterprises as well as hotels and eating places.
14. Commercial receivable and obligation administration, tax solutions in hotel management and catering industry.
15. The analysis of investment projects in tourism and recreation (in current service activity).

Teaching methods: lectures, classes, written quiz, written examination

Assessment methods: attendance, class participation, written quiz, written examination

Recommended reading:

1. Martyniak Z. *Nowe metody i koncepcje zarządzania*, Wydawnictwo Akademii Ekonomicznej w Krakowie, Kraków 2002
2. Rokita J., *Organizacja ucząca się*, Wydawnictwo Akademii Ekonomicznej w Krakowie, Kraków 2003
3. Grucza B., Ogonek K., Trocki M., *Zarządzanie projektami*, PWE, Warszawa 2003
4. Bank J., *Zarządzanie przez jakość*, Gebertner i Ska, Warszawa 1996.
5. Griffin R., W., *Podstawy zarządzania organizacjami*. Wyd. PWN, Warszawa 1998.
6. Koźmiński A., K., Piotrowski W., *Zarządzanie teoria i praktyka*. Wyd. PWE, Warszawa 1998.
7. Stoner J.A.F., Freeman R.E., Gilbert D.R., *Kierowanie*. Wyd. PWE, Warszawa 1998.
8. Kocharński T., *Nowe koncepcje w zarządzaniu przedsiębiorstwem*. Wyd. WSE-I, Warszawa 2000
9. Martyniak Z., *Nowe metody i koncepcje zarządzania*. Wyd. AE w Krakowie. Kraków 2002.
10. Pasternak K., Grzybowska B., *Metody i techniki zarządzania w przedsiębiorstwie*. Wyd. UWM. Olsztyn 2000.

