

CLASS CARD**FINANCING METHODS FOR T&R ACTIVITIES**

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| Basic classes | Code in the study plan | ECTS |
|--------------------------------------|------------------------|------|
| Financing methods for T&R activities | TR/2/PP/SFT | 4 |

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| Education profile | practical |
| Faculty and field of study | Physical Education |
| Studies program in which the subject is realized | Tourism and recreation |
| Professor's name | Phd Jacek Oleksiejuk |
| Level of studies (eg. bachelor, master) | Master, |
| Study year and semester | 1;1 |
| Language | English |
| Method of realization (stationary/ distance learning) | Stationary |
| Lectures/classes hours | 15/30 |
| Form of passing classes | Exam, class work |
| Type of subject (obligatory/ facultative) | Obligatory |
| Prerequisites | Knowledge of Marketing Strategies in Tourism, Enterprenership, marketing in tourism and hospitality |

DETAILED INFORMATION**Course aims and objectives**

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| A1 Acquisition by the student of qualifications including: | 1) basic knowledge about financing various types of tourism and recreation activities, |
| A2 | 2) acquiring a typical entrepreneurial attitude by creating projects and preparing competition documentation, |
| A3 A4 A% A6 | 3) knowledge of adjusting the forms of business financing to the unique needs of the applicant, 4) the ability to search for and use in practice information on economic, financial and economic needs related to financing business activities, 5) respect for ethical, economic and financial principles and standards related to economic activity, |

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| | 6) Preparation of the graduate to independently collect and organize data obtained as a result of research in the field of tourism and recreation, and how to use them through practical economic activity. |
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LEARNING OUTCOMES IN KNOWLEDGE, SKILLS AND SOCIAL COMPETENCES FOR CLASSES

| Learning outcome | Subject's learning outcomes |
|---------------------------|--|
| KNOWLEDGE | |
| K_W06 | P_W01 Has knowledge in the field of analysis of the operating conditions of enterprises and non-profit institutions providing tourist and recreational services in economic and social activities. Has knowledge in the field of obtaining and analyzing statistical data. |
| K_W08 | P_W02 Understands the impact of social and civilization changes on the lifestyle of local, regional communities and other stakeholders. |
| SKILLS | |
| K_U01 | P_U01 Is able to run his/her own business and/or manage a tourist or recreational enterprise. Can manage human resources. |
| K_U02 | P_U02 By gathering the necessary resources, can organize and lead entities operating in the field of tourism and recreation. Can analyze and assess the economic and organizational conditions of conducting individual business activity and non-profit enterprises and institutions providing tourism and recreation services. |
| K_U03 | _U03 Is able to conduct, in organizational terms, an investment project in the field of tourism and recreation. Can organize a tourist or recreation enterprise and ensure its financing using available private and public sources and appropriate legal forms. |
| K_U06 | P_U04 Is able to use specialist programs supporting the management of a tourism enterprise, including central reservation systems and other programs supporting e-business. |
| K_U13 | P_U07 Understands the need for lifelong learning. Can Is able to inspire and organize the learning process of others. |
| SOCIAL COMPETENCES | |
| K_K03 | P_K01 Acts ethically, taking into account the possibility of violating the common good or personal rights. |
| K_K05 | P_K02 Actively participates in the promotion of entrepreneurship and the preservation of the cultural heritage of the region, country and the world. Promotes entrepreneurship. |

SUBJECT PROGRAM CONTENT DIVISION BY FORMS OF IMPLEMENTATION

| FORM OF CLASSES – LECTURE - subject | | Reference to subject-specific learning outcomes |
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| W_1-2 | 1. Practical familiarization of students with the principles and methods of work ensuring occupational health and safety when performing activities within the framework of classes using technical devices, equipment and/or without them. 2. Entrepreneurial activity in Poland - forms and scope - self-employment, - civil and commercial law partnerships, - start-up | P_W01, P_W02, P_U02, P_K01 |
| W_3-4 | Types of sources of financing economic activity in Poland and in the world – characteristics. | P_W01, P_W02, P_U01, P_U02, P_K01 |
| W_5-6 | Types of sources of financing economic activity in Poland and in the world – characteristics. Continue | P_W01, P_W02, P_U01, P_K01 |
| W_7-8 | Types of sources of financing economic activity in Poland and in the world – characteristics continue | P_W01, P_W02, P_U02, P_K01 |
| W_9-10 | Refundable and non-refundable forms of business financing - advantages and disadvantages, examples. | P_W01, P_W02, P_U01, P_K01 |
| W_11-12 | Commercial forms of financing activities – detailed characteristics | P_W01, P_W02, P_U01, P_K01 |
| W_13-14 | Grants for starting a business – forms and characteristics. | P_W01, P_W02, P_U01, P_K01 |
| W_15- | The status and implementation of the start-up idea(s) in Poland and around the world. | P_W01, P_W02. |
| FORM OF CLASSES – CLASSES – subject | | Reference to subject-specific learning outcomes |
| CL1-2 | Types of sources of financing business activity in Poland and in the world – characteristics | P_W02, P_U01, P_U02, P_K01 |
| CL3-6 | Returnable financing instruments - documentation requirements - commercial loans. | P_W02, P_U01, P_U02, P_K01 |
| CL7-10 | Financing of tourism activities through leasing – documentation and project. | P_W02, P_U01, P_U02, P_K01 |
| CL11-12 | Franchise as a way of doing business in tourism – documentation and project's presentations. | P_W02, P_U01, P_U02, P_K01 |
| CL13-14 | Business Angels in tourism activities – projects. | P_W02, P_U01, P_U02, P_K01 |
| CL15-16 | Grants from European Union for starting businesses – sources and programs. | P_W02, P_U01, P_U02, P_K01 |

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| CL17-18 | Analysis of the documentation structure under EU-funded projects - building a simple business plan for the project. | P_W02, P_U01, P_U02, P_K01 |
| CL19-25 | Non-returnable instruments - documentation requirements – subsidies/ grants from operational programs for starting businesses in Poland – documentation and projects. | P_W02, P_U01, P_U02, P_K01 |
| CL26-30 | Challenges before the new era of financing new enterprises in T&R. | P_W02, P_U01, P_U02, P_K01 |

PLANNED METHODS/FORMS/TEACHING MEANS

| Program content | Teaching methods/forms |
|---|---|
| Lecture1-15 | Auditorium, lecture with multimedia presentation Preparation of an application for funding based on the documentation provided. Discussions during tutorial classes. |
| CL1-30 | Auditorium, lecture with multimedia presentation Preparation of an application for funding based on the documentation provided. Preparation of a presentation/speech on a specific topic. Discussions during tutorial classes. |
| Teaching resources: presentation, computer, multimedia projector | |

METHODS OF VERIFYING THE EXPECTED LEARNING OUTCOMES ACHIEVED BY THE STUDENT

| Learning outcomes for classes | Assessment methods |
|---|---|
| P_W01 | Written examination (multiple choice test) |
| P_U01; P_U02; P_U07; P_U08; P_K03; P_K05 | Preparation of documentation/applications. Assessment of each prepared application |

CONDITIONS FOR PASSING CLASSES:

1. Carrying out individual projects within the subject - at least 10 projects.
 2. A positive assessment of each project submitted to the lecturer.
 3. A positive assessment of the final exam. 20 questions Multiple choice test.
- >11 pass

SAMPLE ASSESSMENT/EXAMINATION TOPICS

1. List the conditions for granting a subsidy from the Public Employment Agency.

- a) appropriate status specified in the program instructions
- b) completing the project form

- c) preparing a financial plan
- d) none of the above

2. List the rights and obligations of the borrower.

- a) The right to withdraw from the loan or credit agreement
- b) The right to receive reliable information about the product
- c) The right to defer payment
- d) none of the above

3. Types and division of sources of financing for business activities - advantages and disadvantages.

- a) own
- b) external
- c) other
- d) none of the above

4. Please list the advantages of financing based on Franchise.

- a) know-how provided
- b) start-up assistance
- c) marketing
- d) no need to build a brand on the market.

ENGLISH BIBLIOGRAPHY

| | |
|-------------------|--|
| Basic | <ol style="list-style-type: none"> 1. Sources and methods of financing the activities of enterprises, J. Bednarz, E. Gostomski, Wydawnictwo Uniwersytetu Gdańskiego, 2018. 2. W. Gos, Capital and financing of economic activity, Warsaw 2012. 3. Running a business: a modern service enterprise and planning and conducting service activities in an organization, ed. M. Kruczek, M. Geartner, Difin Warsaw 2015. 4. D. Głuszczyk, Financing innovative activities in Polish regions, Wrocław 2015. |
| Additional | <ol style="list-style-type: none"> 1. Anusz J., Kotlewski D. - How to obtain financial resources from EU funds, Ingo publishing house, Warsaw, 2010. 2. Szymańska A. - EU and European funds 2007-2013, Internetowe Wydawnictwo "Złote Myśli" Sp. z o.o. publishing house, Gliwice, 2010. 3. Tkaczyński J.W., Willa R., Świstak M. - European Union funds 2007-2013, Jagiellonian University publishing house, Cracow, 2010. 4. Start-Up, From idea to success, A. Łopusiewicz, Warsaw 2013. 5. Money for start and development of a company, A. Pieńkosz, E. Bednarz, Dziennik Gazeta Prawna, Warsaw 2016. |

SELF STUDY

| Full-time studies | | Type of activity |
|--|------|--|
| Number of hours to complete the activity | ECTS | |
| 45 hours | 1,8 | Contact classes |
| 10 hours | 0,4 | Students' preparation to exam |
| 10 hours | 0,4 | Collecting materials for the project |
| 10 hours | 0,4 | Preparation of presentation and description |
| 15 hours | 0,6 | Developing your own skills/improving your technical skills |
| 10 hours | 0,4 | Developing your own skills/improving your technical skills |

Number of ECTS points that a student obtains in classes developing practical skills: 3.0

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| Author of the class card: | Name, surname and email |
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