

**Subject:** Financing methods for T&R activities

**I. General information**

<b>Organization unit</b>	Faculty of Physical Education Chair: Of Economics, Management and Organization Chairman: PROF. DR HAB. J. Żyśko
<b>Course name</b>	Financing methods for T&R activities
<b>Subject code</b>	5/1/II/T
<b>Teaching language</b>	English
<b>Type of subject (obligatory/ facultative)</b>	Obligatory
<b>Level of studies (eg. bachelor, master)</b>	Master
<b>Study year</b>	I
<b>Semester</b>	I
<b>ECTS points</b>	5
<b>Teacher</b>	Jacek Oleksiejuk
<b>Studies program in which the subject is realized</b>	Tourism and recreation
<b>Method of realization (stationary/ distance learning)</b>	Stationary
<b>Prerequisites</b>	Knowledge of Marketing Strategies in Tourism, Enterprenership, marketing in tourism and hospitality

**Detailed Information**

**Course aims and objectives**

A1	basic knowledge about financing various types of tourism and recreation activities
A2	knowledge of adjusting the forms of business financing to the unique needs of the applicant
A3	the ability to search for and use in practice information on economic, financial and economic needs related to financing business activities
A4	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

**Learning outcomes**

Learning outcome	Subject's learning outcomes
<b>Knowledge</b>	
K_W06	has the knowledge about analyzing the conditions of the functioning of enterprises and non-profit institutions providing tourist and recreational services in economic and social activities; has the knowledge in the field of obtaining and analyzing statistical data
K_W08	understands the impact of social and civilization changes on the lifestyle of local, regional and other stakeholders
<b>Skills</b>	
K_U01	is able to conduct his or her own business activity and/or manage a tourist or recreational enterprise and can manage human resources
K_U05	is able to organise tourist events and plan recreational activities with proper attention given to their educational values; can integrate teams of participants in a tourist event or recreational activity for a common project, respecting social or cultural differences
<b>Social Competences</b>	
K_K07	actively participates in the promotion of entrepreneurship, as well as the preservation the cultural heritage of the region, the country and the world. He or she promotes resourcefulness.

**Syllabus contents**

No	Title
<b>Classes/ Practical classes</b>	
1.	Types of sources of financing business activity in Poland and in the world - characteristics. – 2 hours
2.	Returnable financing instruments - documentation requirements - commercial loans – 4 hours
3.	Financing of tourism activities through leasing – documentation and project- 2 hours
4.	Franchise as a way of doing business in tourism – documentation and project's presentations- 2 hours
5.	Business Angels in tourism activities – projects – 2 hours
6.	Grants from European Union for starting businesses – sources and programs- 2 hours
7.	Analysis of the documentation structure under EU-funded projects - building a simple business plan for the project – 2 hours
8.	Non-returnable instruments - documentation requirements – subsidies/ grants from operational programs for starting businesses in Poland – documentation and projects – 4 hours
9.	Challenges before the new era of financing new enterprises in T&R.

**1 ECTS point = 30 hours students work (contact + self study)**

TYPES OF CLASSES	HOURS
1. Contact classes	30 hours - 1 point
2. Students' preparations of the presentations	30 hours - 1 point
3. Self study as preparation to the written exam	30 hours - 1 point
4. Self study as reading text prepared by the teacher	30 hours - 1 point
5. <b>Preparation of oral presentations and speeches</b>	30 hours - 1 point

**Total = 150 hours - 5 ECTS**