



Subject: Strategic Management in Tourism and Recreation

I. General information

Organization unit	Faculty of Physical Education Chair of: Management, Organisation and Economics Chairman: phd Monika Piątkowska
Course name	Business models in Tourism
Subject code	TiRII-05
Teaching language	English
Type of subject (obligatory/ facultative)	Obligatory
Level of studies (eg. bachelor, master)	Master
Study year	I
Semester	1
ECTS points	5
Professor	Phd Jacek Oleksiejuk
Studies program in which the subject is realized	Tourism and recreation
Method of realization (stationary/ distance learning)	Stationary
Prerequisites	Basic knowledge of economics, marketing, management, finance as well as the tourism markets.

DETAILED INFORMATION

Course aims and objectives

A1	Familiarizing students with the concept of strategic management in tourism and recreation.
A2	Presenting tools used in various segments of the tourism industry.
A3	Developing skills in formulating and implementing strategies at various levels of enterprise operations (corporate, business, functional) in the tourism and recreation industry.
A4	Preparing students for strategic decision-making in tourism and recreation enterprises.

Main topics

Code Lecture Topic		Learning Outcomes
W_1	The importance of strategic thinking in modern enterprises.	P_W01; P_W02
W_2	The essence of enterprise strategy and strategic management.	P_W01; P_W02
W_3	Cultural determinants in strategic management.	P_W01; P_W02
W_4	Strategy formulation (Wheelen & Hunger model).	P_W01; P_W02
W_5	Competitive environment analysis.	P_W01; P_W02
W_6	Mission, vision and objectives.	P_W01; P_W02
W_7	Levels of strategy.	P_W01; P_W02
W_8	Corporate-level strategy.	P_W01; P_W02
W_9	HR strategies.	P_W01; P_W02
W_10	Business-level strategy.	P_W01; P_W02
W_11	Functional strategy.	P_W01; P_W02
W_12	Strategy vs environment changes.	P_W01; P_W02
W_13	Marketing strategies.	P_W01; P_W02
W_14	Strategic controlling.	P_W01; P_W02
W_15	Review and exam preparation.	P_W01; P_W02

Code Class Topic		Learning Outcomes
CW_1	Introduction to strategic management.	P_U01; P_U02; P_K01; P_K02
CW_2	Developing business ideas.	P_U01; P_U02; P_K01; P_K02
CW_3	Cultural factors.	P_U01; P_U02; P_K01; P_K02
CW_4	Strategy development stages.	P_U01; P_U02; P_K01; P_K02
CW_5	Environment analysis preparation.	P_U01; P_U02; P_K01; P_K02
CW_6	Mission and vision creation.	P_U01; P_U02; P_K01; P_K02
CW_7	Mission and vision (continued).	P_U01; P_U02; P_K01; P_K02
CW_8	Strategy models.	P_U01; P_U02; P_K01; P_K02
CW_9	Gantt and fishbone tools.	P_U01; P_U02; P_K01; P_K02
CW_10	Corporate strategy.	P_U01; P_U02; P_K01; P_K02
CW_11	Business strategy.	P_U01; P_U02; P_K01; P_K02
CW_12	Functional strategy.	P_U01; P_U02; P_K01; P_K02
CW_13	Benchmarking.	P_U01; P_U02; P_K01; P_K02
CW_14	Controlling and quality.	P_U01; P_U02; P_K01; P_K02
CW_15	Final project.	P_U01; P_U02; P_K01; P_K02

CONDITIONS FOR PASSING CLASSES:

1. team project of strategies in TiR enterprises – 50%;
2. partial reports on the analysis of individual strategies + recommendations – 20%;
3. knowledge test – 30%;
4. Passing the final test. 20 questions – 20 points maximum. Passing score: 11.

1 ECTS point=25 hours students work (contac+self study)

Stationar studies		Activity
Number of hours for completing the activity	ECTS points	
75	3,0	Classes requiring direct contact with academic staff (total)
		a) Lectures / classes
		b) Other forms of student work (total)
50	2,0	Inne formy zajęć/kształcenia osiągania zakładanych efektów kształcenia (ogółem)
5	0,2	a) Reading assigned literature
10	0,4	b) Collecting materials for the project
10	0,4	c) Preparing presentation and written report
5	0,2	d) Studying teaching materials
5	0,2	e) Developing own skills (practical/technical)
15	0,6	f) Preparation for assessment/exam
125	5	TOTAL / ECTS points

Author of the class card:	Name, surname and email
Date: 23.09.2024	Jacek Oleksiejuk; jacek.oleksiejuk@awf.edu.pl