

BA Tourism and Hospitality Management

1. Transport, ICT and logistics – 3 ECTS

Transportation subsector. Main modes of transport. Relevance of Information and Communication Technology (ICT) for sustainable transport. Tourism and the Internet.

2. Writing lab and public speaking – 3

Practical course on professional and business communication and an introduction to speaking in public

3. Introduction to hospitality – 3

Outline of hotel business and basics of the hospitality sector of economy

4. Natural tourism resources – 3

Discussion of the importance of tourism natural assets. Use of natural resources by tourism. Global energy balance. Endangered tourism places. Importance of climate in tourism. Human impact on environment

5. Environment protection and management – 5

A presentation of the mechanisms governing environmental systems. A discussion of basic ecological processes on different levels of organisation, taking into consideration the role played by humans. Environmental protection in national and international legal regulations.

6. Quality management – 5

Basic notions and characteristics including services (definitions, types, specific qualities), tourist services (definitions, types, levels, specificity), the quality of tourist services (notion, importance of quality in tourism). Problems related to tourist chain of values and specifics of tourist product will be discussed

7. Hotel industry: history and systems – 5

The range of terms regarding accommodation. Association of quantitative and qualitative development of accommodation with the technical progress of civilization. Classification of accommodation. The importance of accommodation for tourist services. Elements of hotel industry history in the world, in Poland and in the region.

8. Customer service in hotel – 4

Presentation of the role, functions and tasks associated with servicing guests in the hotel and gastronomy industries. Training of various skills necessary for the profession

9. BA seminar - 2

Preparing students for writing a thesis in the form of a multimedia presentation. Practicing the ability to present the research project and deliver the presentation of the prepared work during the final exam

Vincent Pol University in Lublin

BA Tourism and Hospitality Management

MA International Tourism

BA International Business Management

Programme Coordinator - Radosław Dolecki, Ph.D.

10. Sports activities - 0

Practical PE classes

11. Professional (English) language - 2

Students learn about phonetic system, grammar structures and lexical material at B2 - C1 level of English. Special emphasis is put on effective communication in the context of their professional career – in travel agencies, hotels and restaurants, with tour operators

12. Polish - 2

Apart from language skills, students learn about cultural differences and develop skills for adapting to various codes of conduct in a multicultural environment of tourism industry

MA International Tourism

1. Management of human resources - 3 ECTS

The management of staff in companies – especially in tourism and hospitality businesses

2. Research methods in tourism - 4

Knowledge of selected research methods in tourism and hospitality and their applications. Techniques of marketing research. Measuring and analysis of data. Methods of research and strategies of tourist company operation in the tourism market.

3. Marketing of tourist services - 5

Plans and marketing strategies, the overview of marketing strategies, tools used in Poland's marketing strategy (research methods, marketing tools, analyses). Planning of programs and marketing campaigns. Programs of promotion of different regions. Using the visual identification system in promotion.

4. Taxes and insurance - 3

Current regulations concerning taxes in Poland and the role and importance of taxes for the national budget and the tourism industry. Legal bases of insurance system in Poland and its role and importance for tourism services.

Obligatory insurance, voluntary insurance and insurance plans, knowledge of insurance products; claims.

5. Organization of tourism - 5

Presenting students with the knowledge concerning the organisation and principles of functioning of businesses in the tourism industry. Making students familiar with the methods of working in the business

6. International cooperation in tourism – 3

The course discusses the cooperation between various tourism organisations on the international level. Understanding of phenomena and tendencies influencing integration in the tourism sector.

Vincent Pol University in Lublin

BA Tourism and Hospitality Management

MA International Tourism

BA International Business Management

Programme Coordinator - Radosław Dolecki, Ph.D.

7. Strategies in tourism management – 3

Interpretation of basic strategic documents related to tourism.

Learning about the organizational and legal rules for the development of tourism at different levels of management. Assessing the possibilities of tourism development in regions.

8. Diploma seminar - 3

Preparation for independent writing of MA thesis and defending it

9. Writing of MA thesis - 3

Learning the practical skills necessary to write an MA thesis (collecting data, citations, following the copyright law, technical requirements)

10. Spanish - 3

Students practice four language skills in Spanish: listening, speaking, reading and writing.

The emphasis, however, is placed on the practical language communication in the context of future professional contacts

11. Polish – 3

Students learn about phonetic system, grammar structures and lexical material at A1 – A2 level of Polish. Basic communication in the context of their professional career - how to interact with clients and other professionals in tourism industry. Apart from language skills, students learn about cultural differences and develop skills for adapting to various codes of conduct in a multicultural and multilanguage environment of tourism industry

BA International Business Management

1. Sociology – 5

Theoretical and practical functions of sociology as a science. Patterns of social relationships, social interaction. Applications of sociology in business

2. Basics of accounting – 3

Applications of accounting in management and business

3. Statistics – 6

Applications of statistics in business and management

4. Basics of management – 3

Introduction to management

5. Microeconomics – 6

Economics viewed from an individual's point of view, factors influencing the actions of individuals

Vincent Pol University in Lublin

BA Tourism and Hospitality Management

MA International Tourism

BA International Business Management

Programme Coordinator - Radosław Dolecki, Ph.D.

6. Macroeconomics – 6

Economics viewed from a global point of view

7. Business law and intellectual property rights – 5

Law as applied in business and commerce at a national and international level

8. Information technology in management – 6

Applications of IT in management and business

9. Mathematics in economics – 6

Applications of mathematics in business and management

10. International economics – 6

Theories and models of international trade. Analysis of finance from a global perspective. International economic policies and cooperation

11. Econometrics – 6

Applications of mathematics, statistics and computer science tools in the study of economic data and quantitative relationships between phenomena and economic variables

12. Fundamentals of finance and insurance – 5

Finance and its role in the economy. Public finance system. The finance of commercial and public insurance

13. Economic policy – 5

Goals and scope of a state's policy in the main aspects of its economy; the impact of EU policies. Analysis and assessment of phenomena caused by the policy. Factors of state interference in the economy

14. Financial management and controlling – 4

Financial management of an enterprise. Evaluation and interpretation of financial data, interpretation of cause and effect relationships and their use in business management. Budgeting, controlling and efficiency of an enterprise.

15. Sport activities – 0

Practical PE classes.

16. Polish – 2

Students learn about phonetic system, grammar structures and lexical material at A1 – A2 level of Polish. Basic communication in the context of their professional career - how to interact with clients and other professionals. Students learn about cultural differences and develop skills for adapting to various codes of conduct in a multicultural industry.

17. Professional (English) language - 2

Students learn about phonetic system, grammar structures and lexical material at B2 - C1 level of English. Special emphasis is put on effective communication in the context of their professional career in international business management