



**ERASMUS+ INCOMING STUDENTS  
ACADEMIC OFFER - COURSES TAUGHT IN ENGLISH –  
TOURISM and RECREATION  
WINTER AND SPRING 2023/2024**

<b>FACULTY OF TOURISM and RECREATION</b>		
	<b>Subjects</b>	<b>ECTS</b>
<b>1</b>	<b>Communication technologies – tutorials</b>  The main goal of the course is to introduce students to the concepts of information technology, multimedia and media convergence media. The course will allow students to acquire skills in using tools and applications necessary for office work. During the course students will also develop skills of reading and creating multimedia messages.	<b>1</b>
<b>2</b>	<b>Diagnosing enterprises – lecture</b>  Students will gain knowledge of resource, functional and process diagnosis in a modern enterprise. The course will enable students to acquire Developing students' skills in using diagnostic tools. Concepts in the field of enterprise diagnosis - economic analysis, economic diagnosis, stages of analytical and diagnostic work diagnostics. Methods and techniques for obtaining diagnostic information in Enterprise.	<b>1</b>
<b>3</b>	<b>Diagnosing enterprises – tutorials</b>  Students will gain knowledge of resource, functional and process diagnosis in a modern enterprise. The course will enable students to acquire Developing students' skills in using diagnostic tools. Concepts in the field of enterprise diagnosis - economic analysis, economic diagnosis, stages of analytical and diagnostic work diagnostics. Methods and techniques for obtaining diagnostic information in Enterprise.	<b>1</b>
<b>4</b>	<b>Decision-making and organizational techniques – workshops</b>  The purpose of this course is to provide students with knowledge of the role of decision-making and organizational techniques in the management process and to develop students' skills in using decision-support methods. Concepts in decision theory: problem situation, decision process, selection criteria, decision, decision maker. Classification of decisions. Stages in the decision making process. Concepts: "decision-making techniques" and "organizational techniques".	<b>1</b>

<b>5</b>	<p><b>Customer relations management - tutorials</b></p> <p>The main goal of the course is to systematize knowledge of relationship marketing, including in particular the concept of customer relationship management. Students learn modern methods of marketing analysis and decision making in the area of cooperation with business partners in a changing market environment. They will also improve their skills in using an integrated suite of relationship marketing tools.</p>	<b>3</b>
<b>6</b>	<p><b>Customer relations management – lecture</b></p> <p>The main goal of the course is to systematize knowledge of relationship marketing, including in particular the concept of customer relationship management. Students learn modern methods of marketing analysis and decision making in the area of cooperation with business partners in a changing market environment. They will also improve their skills in using an integrated suite of relationship marketing tools.</p>	<b>2</b>
<b>7</b>	<p><b>Bases of marketing – lecture</b></p> <p>The aim of the course is to familiarize students with the marketing concept of management and to acquire the new way of thinking in response to the changing needs of the target market. The course will concern topics related to: the concept of marketing - an overview of concepts, market segmentation, purchasing behavior in the context of the purchasing process, marketing aims. offer positioning, marketing competition strategies, product strategies, price strategies, distribution strategies, promotion strategies, evaluating the effects of marketing activities in an enterprise.</p>	<b>2</b>
<b>8</b>	<p><b>Bases of marketing - tutorials</b></p> <p>The aim of the course is to familiarize students with the marketing concept of management and to acquire the new way of thinking in response to the changing needs of the target market. The course will concern topics related to: the concept of marketing - an overview of concepts, market segmentation, purchasing behavior in the context of the purchasing process, marketing aims. offer positioning, marketing competition strategies, product strategies, price strategies, distribution strategies, promotion strategies, evaluating the effects of marketing activities in an enterprise.</p>	<b>2</b>
<b>9</b>	<p><b>Bases of management – lecture</b></p> <p>The aim of this course is to provide modern knowledge and skills in management regardless of the subject and type of activity, organizational and legal form and size of the organization. Introduction to typology of organizational structures, methods of management and communication in an organization. The goal of the course is to draw attention to connections and mutual inspirations of administration sciences and organization and management sciences.</p>	<b>2</b>
<b>10</b>	<p><b>Bases of management – tutorials</b></p> <p>The aim of this course is to provide modern knowledge and skills in management regardless of the subject and type of activity, organizational and legal form and size of the organization. Introduction to typology of organizational structures, methods of management and communication in an organization. The goal of the course is to draw attention to connections and</p>	<b>3</b>

	mutual inspirations of administration sciences and organization and management sciences.	
<b>11</b>	<b>Active forms of tourism - workshops</b>  Subject in a form of workshop or exercises, combining theory about tourism / recreation / leisure (plus various forms of tourism, mainly forms of active tourism: active, adventure, sport, qualified, extreme) and practise (learning about organizing and running the guided tour in Lodz).	<b>5</b>
<b>12</b>	<b>Culture heritage and tourism - tutorials</b>  <b>Course will attach topics related to:</b> Information on cultural heritage and its importance for the development of tourism, unesco world heritage site and historical cities - the best historical towns - perspectives of development and global problems.	<b>3</b>
<b>13</b>	<b>Tourism product – project and workshop</b>  Subject in a form o project and workshop, combining the theory of tourism product and tourism potential with the practical skills of creating a product based on local heritage and potential.	<b>2</b>
<b>14</b>	<b>Sales and marketing of tourism products</b>  Explication the basic issues at the field of sales and marketing of tourist services, with particular focus on the hotel industry. Presentation of marketing distinguishing features at the example of global hotel brands. A journey through the most interesting hotels in the world.	<b>3</b>
		<b>Total amount of ECTS: 31</b>