

## SYLLABUS\_CEBS\_36\_III\_EN

### I. General information

1. Course name: Specialization Practice
2. Course code: CCCT
3. Course type (compulsory or optional): compulsory
4. Study programme name: Central European and Balkan Studies
5. Cycle of studies (1st or 2nd cycle of studies or full master's programme): 1<sup>ST</sup>
6. Educational profile (general academic profile or practical profile): general academic profile
7. Year of studies (if relevant): 3<sup>rd</sup>
8. Type of classes and number of contact hours: 160 h
9. Number of ECTS credits: 6 ECTS
10. Name, surname, academic degree: Prof. Rafał Dymczyk, dymczyk@amu.edu.pl, dymczyk@wp.pl
11. Language of classes: English
12. Online learning – yes (partly – online / fully – online) / no: no

### II. Detailed information

1. Course aim (aims):
  - teaching the practical use of basic information and knowledge in the field of business and tourism,
  - drawing attention to the need for business education in the humanities;
  - teaching the application of business and tourist knowledge in practice, familiarizing with the terms and concepts used in business;
  - preparing students for work in the business and tourism industry;
  - teaching the application of business and tourism knowledge in practice, familiarizing with the terms and concepts used in business with particular emphasis on knowledge of the terminology used in the tourism industry;
  - own initiative and entrepreneurship;
  - showing students, the possibility of using information obtained during studies at work in business and in tourism.
2. Pre-requisites in terms of knowledge, skills and social competences (if relevant): NONE
3. Course learning outcomes (EU) in terms of knowledge, skills and social competences and their reference to study programme learning outcomes (EK):

Course learning outcome symbol (EU)	On successful completion of this course, a student will be able to:	Reference to study programme learning outcomes (EK)
CCCT_01	is able to put into practice the acquired knowledge in the field of tourism and business	K_W07, K_W10, K_W11, K_U08, K_U09, K_U12, K_K02, K_K03, K_K06, K_K07
CCCT_02	can find himself in the process of servicing individual clients and tourist groups as well as business clients	K_W07, K_W10, K_W11, K_U09, K_U12, K_K02, K_K03, K_K06, K_K07
CCCT_03	is able to independently prepare for performing various tasks related to tourism and the sales process	K_W07, K_W10, K_W11, K_U09, K_U12, K_K02, K_K06, K_K07
CCCT_04	can handle specialized tourism groups and is able to conduct business talks and present commercial offers to the Clients	K_W07, K_W10, K_W11, K_U09, K_U12, K_K02, K_K06, K_K07
CCCT_05	use the acquired knowledge in practice - can pilot a tourist group	K_W02; K_W04; K_U02; K_U03; K_U07; K_U11; K_U12

#### 4. Learning content with reference to course learning outcomes (EU)

Course learning content:	Course learning outcome symbol (EU)
Practical use of acquired knowledge in the field of tourism	CCCT_01; CCCT_02; CCCT_03; CCCT_04;
Practical use of acquired business knowledge	CCCT_01; CCCT_02; CCCT_03; CCCT_04;
Practical aspects of works in tourism	CCCT_01; CCCT_02; CCCT_03; CCCT_04;
Dealing with tourist groups	CCCT_01; CCCT_02; CCCT_03; CCCT_04;
Business customer service	CCCT_01; CCCT_02; CCCT_03; CCCT_04;

#### 5. Reading list:

- Chand M., *Travel Agency Management. An Introductory Text Anmol Publ.*, New Delhi 2002.
- Syrratt G., Archer J., *Travel Agency Practice*. Elsevier Butterworth-Heinemann, Burlington 2003.
- Oakland J.S., *Total Quality Management and Operational Excellence – text with cases*, London New York 2014.
- World Tourism Organisation, *Practical Guidelines for Integrated Quality Management in Tourism Destinations*, UNWTO, Madrid 2017.
- red. Gołembski G., *Kompendium wiedzy o turystyce*, Warszawa 2005.
- red. Kruczek Z., *Kompendium pilota wycieczek*, Kraków 2005.
- red. Gołembski G., *Vademecum pilota grup turystycznych*, Poznań 2004,
- *Open Water Diver Manual*, PADI 2006,
- Sidorkiewicz M., *Turystyka biznesowa*, Difin SA, Warszawa 2011.
- catalogs and advertising brochures of tourist agencies...

### III. Additional information

1. Teaching and learning methods and activities to enable students to achieve the intended course learning outcomes (please indicate the appropriate methods and activities with a tick and/or suggest different methods)

Teaching and learning methods and activities	X
Lecture with a multimedia presentation	
Interactive lecture	
Problem – based lecture	
Discussions	X
Text-based work	
Case study work	X
Problem-based learning	X
Educational simulation/game	
Task – solving learning (eg. calculation, artistic, practical tasks)	X
Experiential work	X
Laboratory work	
Scientific inquiry method	
Workshop method	
Project work	X
Demonstration and observation	X
Sound and/or video demonstration	
Creative methods (eg. brainstorming, SWOT analysis, decision tree method, snowball technique, concept maps)	

Group work	X
Other (please specify) - Practice	X
...	

2. Assessment methods to test if learning outcomes have been achieved (please indicate with a tick the appropriate methods for each LO and/or suggest different methods)

Assessment methods	Course learning outcome symbol					
	CCC T_01	CCC T_02	CCC T_03	CCC T_04		
Written exam						
Oral exam						
Open book exam						
Written test						
Oral test						
Multiple choice test						
Project						
Essay						
Report						
Individual presentation						
Practical exam (performance observation)						
Portfolio						
Other (please specify) – Passing the Internship	x	x	x	x		
...						

3. Student workload and ECTS credits

Activity types		Mean number of hours spent on each activity type
Contact hours with the teacher as specified in the study programme		160
Independent study*	Preparation for classes	5
	Reading for classes	5
	Essay / report / presentation / demonstration preparation, etc.	5
	Project preparation	
	Term paper preparation	
	Exam preparation	
	Other (please specify) -	
	Preparation of tasks ordered at the place of practice	5
Total hours		180
Total ECTS credits for the course		6

\* please indicate the appropriate activity types and/or suggest different activities

4. Assessment criteria in accordance with AMU in Poznan's grading system:

5.0 - excellent ability to work in the tourism industry and in business;

4,5 – good ability to work in the tourism industry and in business, but the student tries to propose their own solutions to the problems encountered;

- 4.0 - good ability to work in the tourism industry and in business;
- 3.5 - basic ability to work in the tourism industry and in business, but the student tries to discuss problem solving methods;
- 3.0 - basic ability to work in the tourism industry and in business,
- 2.0 - lack of basic skills to work in the tourism industry and in business;

Sample works during Practice:

- customer service,
- preparing offers,
- presenting commercial offers to the Clients.