

załącznik do zarządzenia nr 37/2021 Rektora Uniwersytetu Szczecińskiego z dnia 23 lutego 2021 r.
 attachment to the Ordinance no. 37/2021 of the Rector of the University of Szczecin of 23 February 2021

WYDZIAŁ KULTURY FIZYCZNEJ I ZDROWIA FACULTY								
	Poziom (I, II, JM) Cycle (I, II, long)	Kierunek ANG Course of study	Nazwa przedmiotu ANG Name of a course	Język wykładowy Language of a course	Kod przedmiotu Course code	ECTS	semestr z toku studiów semester in the study cycle	syllabus
A	Przedmioty z programów studiów kierunków prowadzonych w języku obcym Subjects from the study programmes of courses of study carried out in a foreign language							
B	Przedmioty do wyboru prowadzone w języku obcym z pozostałych programów studiów Elective subjects taught in a foreign language from other study programmes							
1	I	management w sporcie	Contemporary trends in sports and recreation	j. angielski / English	KFZ224PIJ 3451_106S	2	3	zał.
C	Przedmioty z programów studiów kierunków prowadzonych w języku polskim, które będą realizowane w języku obcym Subjects from the study programmes of courses of study carried out in the Polish language, offered in a foreign language							
1	I	management w sporcie	The market for sports and leisure services	j. angielski / English	KFZ224PIJ 3451_6S	1	3	zał.
2	I	management w sporcie	Sports and recreational events	j. angielski / English	KFZ224PIJ 3451_25S	2	5	zał.
3	I	management w sporcie	Organization of sports and recreational events	j. angielski / English	KFZ224PIJ 3451_11S	2	5	zał.
4	I	management w sporcie	Theory and methodology of recreation	j. angielski / English	KFZ224PIJ 3451_43S	3	2	zał.
5	I	management w sporcie	Planning in sports and recreation	j. angielski / English	KFZ224PIJ 3451_12S	2	5	zał.

S Y L A B U S (KARTA PRZEDMIOTU)

Nazwa programu studiów: USKFZ-MwS-P-I-S-24/25Z							
Moduł: Przedmiot do wyboru [moduł]							
Nazwa przedmiotu: Contemporary trends in sports and recreation (nowoczesne formy ruchowe) (KIERUNKOWE)					Kod przedmiotu: KFZ224PIJ3451_106S		
Nazwa kierunku: management w sporcie							
Forma studiów: I stopnia lic., stacjonarne			Profil studiów: praktyczny		Specjalno : 		
Status przedmiotu: fakultatywny				J zyk przedmiotu: semestr: 3 - j zyk polski			
Rok	Semestr	Forma zaj	Liczba godzin		Forma zaliczenia	ECTS	
				w tym e-learning			
2	3	zaj cia terenowe	30	0	ZO	2	
Razem			30			2	
Koordynator przedmiotu:		dr MAREK KOLBOWICZ					
Prowadz cy zaj cia:		dr MAREK KOLBOWICZ					
Cele przedmiotu:		The aim of the course is to familiarize students with contemporary trends in sport and recreation and to acquire the skills to make a critical analysis of this knowledge.					
Wymagania wst pne:		Brak					
EFEKTY UCZENIA SI							
Kategoria	Lp	KOD	Opis efektu			Odniesienie do efektów dla programu	
wiedza	1	EP1	The student knows the latest trends on the market of sport and recreational services.			K_W05 K_W06	
umiej tno ci	1	EP2	The student is able to analyze selected contemporary sport and recreational services, as well as make proposals for the target consumer group and present them to the group.			K_U03 K_U05	
	2	EP3	The student is able to make a critical assessment of the knowledge in the field of contemporary trends in sport and recreation.			K_U02 K_U08	
kompetencje społeczne	1	EP4	The student is willing to show respect to sport and recreation in the context of their choices related to contemporary trends in sport and recreation.			K_K03 K_K07	
TRE CI PROGRAMOWE ZAJ I KONSULTACJI					Semestr	Liczba godzin zaj	
						w tym e-learning	
Przedmiot: Contemporary trends in sports and recreation (nowoczesne formy ruchowe)							
Forma zaj : zaj cia terenowe							
1. Contemporary market of sport and recreational services - introduction to subject matter					3	4	0
2. The latest trends on the market of sport and recreation services - the characteristics of sport and recreation products and services in relation to selected forms of sport and recreation					3	6	0
3. The latest trends on the market of sport and recreational services - the characteristics of recreational products and services					3	6	0
4. Contemporary sport and recreation in the context of economic, social and cultural changes.					3	6	0
5. Contemporary sport, recreation and health					3	4	0
6. Recent trends in sport and recreation					3	4	0

Metody kształcenia	Examination of exercises includes the preparation and presentation of its presentation on a chosen topic related to contemporary trends occurring in sport and recreation. The received grade is the final grade of the exercises. The final mark of the exercises can be increased for additional activity or volunteering. Passing written test includes lectures with topics of lectures and exercises.				
	W ramach realizacji przedmiotu, sposób wykorzystania sztucznej inteligencji jest określony przez prowadzącego zajęcia zgodnie z najlepszymi praktykami i standardami Uniwersytetu Szczecińskiego. Prowadzący informuje studentów o zakresie oraz możliwościach korzystania z SI podczas pierwszych zajęć, wskazując katalog narzędzi lub zastosowań, dostosowanych do efektów uczenia się oraz potrzeb i możliwości dydaktycznych w ramach danego przedmiotu				
Metody weryfikacji efektów uczenia się					Nr efektu uczenia się z sylabusu
	ZAJĘCIA PRAKTYCZNE (WERYFIKACJA POPRZEZ OBSERWACJĘ)				EP1,EP2,EP3,EP4
	Metody i formy weryfikacji efektów uczenia się mogą zostać zmienione dla studentów ze szczególnymi potrzebami na warunkach i zasadach określonych w Regulaminie Studiów Uniwersytetu Szczecińskiego.				
Forma i warunki zaliczenia	Examination of exercises includes the preparation and presentation of its presentation on a chosen topic related to contemporary trends occurring in sport and recreation. The received grade is the final grade of the exercises. The final mark of the exercises can be increased for additional activity or volunteering. Passing written test includes lectures with topics of lectures and exercises.				
	Zasady wyliczania oceny z przedmiotu				
The rating of the course is the arithmetic average of the assessment of lectures and assessment exercise.					
Metoda obliczania oceny końcowej	Sem.	Przedmiot	Rodzaj zaliczenia	Metoda obl. oceny	Waga do redniej
	3	Contemporary trends in sports and recreation (nowoczesne formy ruchowe)		Ważona	
	3	Contemporary trends in sports and recreation (nowoczesne formy ruchowe) [zajęcia terenowe]	zaliczenie z ocen		1,00
Literatura podstawowa	Budzinski, Oliver (2014): Contemporary Research in Sports Economics, Lang, Peter GmbH				
	Jakovlev Z., Coteski C., Petkova T. A., Mitreva E., Dzambazoski K. (2011): The Sports & Recreational animation as a factor for tourism development, https://www.researchgate.net/publication/235735643_The_Sports_Recreational_animation_as_a_factor_for_tourism_develop				
Literatura uzupełniająca					
NAKŁAD PRACY STUDENTA					
		Liczba godzin			
		w tym e-learning			
Zajęcia dydaktyczne	30		0		
Udział w egzaminie/zaliczeniu	2		0		
Przygotowanie się do zajęć	4		0		
Studiowanie literatury	4		0		
Udział w konsultacjach	2		0		
Przygotowanie projektu / eseju / itp.	4		0		
Przygotowanie się do egzaminu/zaliczenia	4		0		
Ł. CZYNY nakład pracy studenta w godz.	50				
Liczba punktów ECTS	2				

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: USKFZ-MwS-P-I-S-24/25Z-MOS-R							
Course title: organizacja imprez sportowo-rekreacyjnych (SPECJALNO CI / SPECJALIZACJE / MODUŁY SPECJALNO CIOWE)					Course code: KFZ224PIJ3451_11S		
Name of field of study: management w sporcie							
Mode and cycle of study: first-degree, full - time			Profile of study: practical		Specjalty: manager obiektów sportowo-rekreacyjnych		
Course / module status obligatory				Language of instruction: semester: 5 - polish language			
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS	
				including e-learning			
3	5	zaj cia terenowe	30	0	pg	2	
Total			30			2	
Course / module coordinator		dr MAŁGORZATA PACZY SKA-J DRYCKA					
Course instructor		dr MACIEJ ZAWADZKI					
Course / module objectives		The aim of the course is to familiarize students with the organization of sports and recreational events. Participation in the work of the organizing committee. Critical analysis of the organization of the audience, opening and closing of the event, rewarding participants, and grading the attractiveness of the show and ways of ensuring safety. The ability to conduct a sports and recreational event.					
Prerequisites		No requirements					
LEARNING OUTCOMES							
Category	No.	Code	Description	Ref. to programme benchmarks			
knowledge	1	EP1	The student has knowledge of local recreational activities.	K_W03			
	2	EP2	The student has knowledge of the needs of human recreational, sports and tourist activities.	K_W01 K_W02			
skills	1	EP3	Student selects and presents a recreational offer tailored to the needs, skills and interests of the client, taking into account their age and health.	K_U05			
	2	EP4	Student skillfully selects the appropriate tools for organizing sports and recreational events.	K_U01 K_U02			
social competences	1	EP5	Student demonstrates an attitude of readiness to carry out tasks that ensure their own safety and the safety of the participants in the classes they conduct.	K_K05 K_K06 K_K07			
CONTENT					Semester	No. of hours	
						including e-learning	
Subject title: organizacja imprez sportowo-rekreacyjnych							
Format of instruction: zaj cia terenowe							
1. Basic terms related to physical recreation and event organization principles.					5	2	0
2. Implementation of selected tourist/recreational events in the selected local environment.					5	2	0
3. Development of regulations for recreational events.					5	2	0
4. Settlement and summary of the events carried out, verification of the documentation kept.					5	2	0
5. Organizing sports and recreational activities in a school setting.					5	6	0
6. Organizing an outdoor event.					5	6	0

7. Preparation for and participation in a selected sports and recreational event: archery tag, ASG.		5	10	0	
Modes of delivery	Multimedia presentation, team work.				
	The course teacher shall specify how artificial intelligence should be used as part of implementation of the course according to University of Szczecin best practices and standards. The course teacher shall inform students in their first class about the scope and possibilities of using AI and shall present a catalogue of tools and applications adjusted to relevant learning outcomes and teaching needs and possibilities within a given course.				
Assessment methods				No. of learning outcome from the syllabus	
	PRACA PISEMNA/ ESEJ/ RECENZJA			EP1,EP2,EP3,EP4,EP5	
	PREZENTACJA			EP2,EP3,EP4,EP5	
	ZAJ CIA PRAKTYCZNE (WERYFIKACJA POPRZEZ OBSERWACJ)			EP1,EP2,EP3,EP4	
	Metody i formy weryfikacji efektów uczenia si mog zosta zmienione dla studentów ze szczególnymi potrzebami na warunkach i zasadach okre lonych w Regulaminie Studiów Uniwersytetu Szczeci skiego.				
Grading criteria	The condition for passing the subject is 100% attendance at exercises. A grade of at least satisfactory for the group project and a multimedia presentation made individually on a given topic.				
	Grade calculation principles				
	50% of the grade for the multimedia presentation and 50% of the grade for the group project. The grade for the subject is the grade for the exercises.				
Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	5	organizacja imprez sportowo-rekreacyjnych		Wa ona	
	5	organizacja imprez sportowo-rekreacyjnych [zaj cia terenowe]	zaliczenie z ocen		1,00
Basic reading	Burgiel R.K. (2000): Poradnik organizatora imprez sportowych i rekreacyjnych, TKKF Zarzad Główny, Warszawa				
	Judy A. (2006): Organizacja imprez. Najlepszy przewodnik dla organizatorów, Wydawca International Publishing Service				
	Parszowski S., Kruczynski A. (2016): Imprezy masowe, Wydawnictwo DIFIN, Szczecin				
	Strugarek J. (2006): Organizacja i prowadzenie imprez sportowych, rekreacyjnych i turystycznych, Wydawnictwo Naukowe UAM , Poznan				
Supplementary reading					
STUDENT WORKLOAD					
		No. of hours			
		including e-learning			
Contact hours	30		0		
Participation in test / exam	0		0		
Preparation for contact hours	5		0		
Private reading and studying	3		0		
Participation in tutorials	6		0		
Preparation of project / essay / etc.	3		0		
Preparation for test / exam	3		0		
TOTAL workload	50				
ECTS credits	2				

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: USKFZ-MwS-P-I-S-25/26Z-MOS-R							
Course title: planowanie w sporcie i rekreacji (SPECJALNO CI / SPECJALIZACJE / MODUŁY SPECJALNO CIOWE)					Course code: KFZ224PIJ3451_12S		
Name of field of study: management w sporcie							
Mode and cycle of study: first-degree, full - time			Profile of study: practical		Specialty: manager obiektów sportowo- rekreacyjnych		
Course / module status obligatory				Language of instruction: semester: 5 - polish language			
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS	
				including e-learning			
3	5	discussion classes	30	0	pg	2	
Total			30			2	
Course / module coordinator		dr EWA KRUSZY SKA					
Course instructor		dr EWA KRUSZY SKA					
Course / module objectives		The purpose of the course is to familiarize students with planning in sports and recreation, preparing them to design marketing strategies, in accordance with the intended goals and professional ethics.					
Prerequisites		No					
LEARNING OUTCOMES							
Category	No.	Code	Description	Ref. to programme benchmarks			
knowledge	1	EP1	The student knows the basic concepts of physical culture sciences and planning.	K_W01			
	2	EP2	The student knows the basic concepts of marketing and planning.	K_W03 K_W04 K_W05			
	3	EP3	The student recognizes the stages of a marketing plan and is able to show the relationship between them.	K_W07 K_W09			
skills	1	EP4	The student designs a marketing plan for enterprises in the sports and recreation industry.	K_U02 K_U03 K_U05			
	2	EP5	The student formulates a marketing strategy for a sports and recreational enterprise, selects appropriate marketing instruments for it.	K_U05 K_U09			
social competences	1	EP6	The student accepts the necessity of planning for the achievement of goals.	K_K02 K_K03			
	2	EP7	The student realizes the negative consequences of lack of or poor planning and management of human resources.	K_K04 K_K07			
CONTENT					Semester	No. of hours	
						including e-learning	
Subject title: planowanie w sporcie i rekreacji							
Format of instruction: discussion classes							
1. Marketing characteristics of a sports and recreation enterprise (establishment, development, market position, marketing instruments used, etc.).					5	2	0
2. Analysis of the marketing environment and competitive position of sports and leisure enterprises					5	2	0
3. SWOT analysis in marketing planning					5	2	0

4. Elements of a marketing plan	5	2	0
5. Mission and objectives of sports and recreation enterprises	5	2	0
6. Marketing strategies of sports and leisure enterprises	5	2	0
7. Planning a new service, the life cycle of a sports and leisure service	5	2	0
8. Price planning	5	2	0
9. Promotion planning (target group, plan for use of promotion mix instruments, plan for individual promotion mix instruments, media plan , advertising slogans, etc.).	5	4	0
10. The role of planning in the sports and recreation management process	5	4	0
11. Presentation of own development of marketing plan for sports and recreation enterprise	5	6	0

Modes of delivery	Exercises using multimedia techniques, case study analysis, group work, presentation.		
	The course teacher shall specify how artificial intelligence should be used as part of implementation of the course according to University of Szczecin best practices and standards. The course teacher shall inform students in their first class about the scope and possibilities of using AI and shall present a catalogue of tools and applications adjusted to relevant learning outcomes and teaching needs and possibilities within a given course.		

Assessment methods		No. of learning outcome from the syllabus
	PRACA PISEMNA/ ESEJ/ RECENZJA	EP4,EP5,EP6,EP7
	PREZENTACJA	EP1,EP2,EP3
	ZAJ CIA PRAKTYCZNE (WERYFIKACJA POPRZEZ OBSERWACJ)	EP1,EP2,EP3,EP4
	Metody i formy weryfikacji efektów uczenia si mog zosta zmienione dla studentów ze szczególnymi potrzebami na warunkach i zasadach okre lonych w Regulaminie Studiów Uniwersytetu Szczeci skiego.	

Grading criteria	The prerequisite for passing the exercises is the preparation of a group project and an individual presentation on the assigned topic, as well as involvement in the tasks.	
	Grade calculation principles	
	The course grade is determined as the arithmetic average of the grades obtained in the exercises. The grade for the subject is the grade from the exercises.	

Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	5	planowanie w sporcie i rekreacji		Wa ona	
	5	planowanie w sporcie i rekreacji [wiczenia]	zaliczenie z ocen		1,00

Basic reading	A. Pomykalski (2013): Zarz dzanie i planowanie marketingowe, PWN, Warszawa
	G. Rosa, A. Smalec (2005): Zarz dzanie i planowanie marketingowe, wybrane problemy, Wydawnictwo Naukowe Uniwersytetu Szczeci skiego, Szczecin
	Ko mi ski Andrzej K., Piotrowski Włodzimierz (2023): Zarz dzanie Teoria i praktyka, Wydawnictwo Naukowe PWN, Warszawa

Supplementary reading	Rosa G., Smalec A., Sondej T. (2010): Analiza i funkcjonowanie rynku wiczenia i zadania, Wyd. Naukowe US, Szczecin
-----------------------	--

STUDENT WORKLOAD

	No. of hours	
		including e-learning
Contact hours	30	0
Participation in test / exam	0	0
Preparation for contact hours	3	0
Private reading and studying	3	0
Participation in tutorials	10	0
Preparation of project / essay / etc.	4	0

Preparation for test / exam	0	0
TOTAL workload	50	
ECTS credits	2	

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: USKFZ-MwS-P-I-S-24/25Z-MOS							
Course title: eventy sportowo-rekreacyjne (SPECJALNO CI / SPECJALIZACJE / MODUŁY SPECJALNO CIOWE)					Course code: KFZ224PIJ3451_25S		
Name of field of study: management w sporcie							
Mode and cycle of study: first-degree, full - time			Profile of study: practical		Specialty: manager organizacji sportowych		
Course / module status obligatory				Language of instruction: semester: 5 - polish language			
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS	
				including e-learning			
3	5	zaj cia terenowe	30	0	pg	2	
Total			30			2	
Course / module coordinator		dr MAŁGORZATA PACZY SKA-J DRYCKA					
Course instructor		dr EWA KRUSZY SKA					
Course / module objectives		Familiarizing students with practical aspects of activities undertaken in companies implementing events. Presenting real management problems in the event industry. Shaping a creative managerial attitude and the ability to analyze organizational phenomena in the preparation and implementation of events.					
Prerequisites		No requirements					
LEARNING OUTCOMES							
Category	No.	Code	Description	Ref. to programme benchmarks			
knowledge	1	EP1	Student knows the activities undertaken by companies implementing events.	K_W04 K_W05			
skills	1	EP2	Student is able to analyze social and organizational phenomena in the preparation and implementation of events.	K_U05 K_U06			
	2	EP4	Student is able to prepare a sports event/game and document their conduct.	K_U03			
	3	EP5	Student collaborates with people within the organization to accomplish assigned tasks.	K_U04 K_U08			
social competences	1	EP3	Student is able to negotiate with various institutions in order to establish beneficial contacts.	K_K04 K_K06			
CONTENT					Semester		
					No. of hours		
					including e-learning		
Subject title: eventy sportowo-rekreacyjne							
Format of instruction: zaj cia terenowe							
1. Creating an Event Manager work environment					5	2	0
2. Transactional Analysis Self - Environment - GROW Model, - PIES Resource Model					5	2	0
3. Types of Events and Their Specifics					5	2	0
4. What is an Event? Cultural event. Entertainment event. Recreational event. Sports event. Adventure event. Travel event. - Case study of the most interesting events of recent years.					5	4	0
5. Characteristics of the Event Manager profession. Scope of Event Manager responsibilities. What features should an ideal Event Manager have? Specific industry vocabulary. Customer expectations - how to meet them? Attractiveness of the offer. Presentation of the offer. Effective research of customer needs. Negotiation of terms					5	4	0
6. Event implementation: how to implement concepts. Action planning. Event implementation team. Budget preparation and financial management. Event schedule. Marketing. Implementation. Evaluation. Case study crisis situations.					5	4	0

7. Legal aspects of event organization. Cooperation with subcontractors: Searching for subcontractors and methods of verifying their competences. The art of negotiating conditions. Construction of the contract. Case study creating inquiries		5	4	0	
8. Psychological aspects of a successful event. - Fuck up how to avoid them and how to react when it happens. Feedback on why it is worth meeting with the event team after the event. What determines the achievement of the intended goal		5	2	0	
9. Preparation of event offer - Market analysis. From the first concept to a specific plan. Case study creating a work schedule.		5	6	0	
Modes of delivery	Exercises using multimedia techniques, case study analysis, team work, presentation.				
	The course teacher shall specify how artificial intelligence should be used as part of implementation of the course according to University of Szczecin best practices and standards. The course teacher shall inform students in their first class about the scope and possibilities of using AI and shall present a catalogue of tools and applications adjusted to relevant learning outcomes and teaching needs and possibilities within a given course.				
Assessment methods			No. of learning outcome from the syllabus		
	PRACA PISEMNA/ ESEJ/ RECENZJA		EP2,EP3		
	PREZENTACJA		EP1,EP4,EP5		
	ZAJ CIA PRAKTYCZNE (WERYFIKACJA POPRZEZ OBSERWACJ)		EP1,EP2,EP4		
Metody i formy weryfikacji efektów uczenia si mog zosta zmienione dla studentów ze szczególnymi potrzebami na warunkach i zasadach okre lonych w Regulaminie Studiów Uniwersytetu Szczeci skiego.					
Grading criteria	The condition for passing the exercises is to achieve a positive grade in at least two activities during the exercises (the scope of involvement, preparation and presentation during classes are assessed - preparation of a group project and an individual presentation on a given topic).				
	Grade calculation principles				
	The grade for the subject is the arithmetic mean obtained from the partial grades obtained in the exercises. The grade for the subject is the grade for the exercises.				
Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	5	eventy sportowo-rekreacyjne		Wa ona	
	5	eventy sportowo-rekreacyjne [zaj cia terenowe]	zaliczenie z ocen		1,00
Basic reading	Bartosz Grucza, Krzysztof Cwik (2013): Zarzadzanie projektami studia przypadków, Wolters Kluwer, Kraków				
	Jakub B. Baczek (2011): Psychologia eventów, Stageman, Helion, Kraków				
Supplementary reading	Nowak P. (2020): Organizacja imprez. Kreowanie zdrowego stylu ycia., Wydawca: Difin				
STUDENT WORKLOAD					
		No. of hours			
			including e-learning		
Contact hours	30	0			
Participation in test / exam	2	0			
Preparation for contact hours	4	0			
Private reading and studying	3	0			
Participation in tutorials	6	0			
Preparation of project / essay / etc.	5	0			
Preparation for test / exam	0	0			
TOTAL workload	50				
ECTS credits	2				

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: USKFZ-MwS-P-I-S-24/25Z-MOS-R						
Course title: rynek usług sportowo-rekreacyjnych (SPECJALNO CI / SPECJALIZACJE / MODUŁY SPECJALNO CIOWE)					Course code: KFZ224PIJ3451_6S	
Name of field of study: management w sporcie						
Mode and cycle of study: first-degree, full - time		Profile of study: practical		Specialty: manager obiektów sportowo-rekreacyjnych		
Course / module status obligatory			Language of instruction: semester: 3 - polish language			
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS
				including e-learning		
2	3	discussion classes	15	0	pg	1
Total			15			1
Course / module coordinator		dr MAŁGORZATA PACZY SKA-J DRYCKA				
Course instructor		dr EWA KRUSZY SKA				
Course / module objectives		The aim of the subject is to diagnose the activities of sports and recreation enterprises on domestic and international markets. To present the main conditions for activities on sports and recreation markets. The aim is to provide skills in the use of marketing instruments on the sports and recreation market.				
Prerequisites		No requirements				
LEARNING OUTCOMES						
Category	No.	Code	Description	Ref. to programme benchmarks		
knowledge	1	EP1	The student has knowledge of current trends and directions of development of the sports and recreational services market.	K_W03 K_W07		
	2	EP2	The student knows and understands the principles of analysis and planning of sport and recreation development at the global, national, regional and local levels, taking into account the legal, institutional and social context.	K_W04 K_W09		
skills	1	EP3	The student is able to formulate and solve research problems in the field of sports and recreation.	K_U01 K_U02		
	2	EP4	The student is able to skillfully select sources of information, synthesize the obtained data, draw conclusions and present the results of this research using appropriate language and terminology and using various methods and techniques for this purpose.	K_U09		
	3	EP5	The student is able to predict various market situations and solve problems using acquired knowledge about the functioning of the sports and recreation market.	K_U04 K_U05		
	4	EP9	The student is able to skillfully discuss the significance of phenomena occurring in the sports and recreational services market.	K_U06		
social competences	1	EP6	The student is sensitive to the importance of objectivity in the analysis and evaluation of phenomena occurring in the sports and recreational services market.	K_K01 K_K02		
	2	EP8	The student is ready to conduct sports and recreational activities in an entrepreneurial and socially and ecologically responsible manner.	K_K03 K_K07		

CONTENT		Semester	No. of hours		
				including e-learning	
Subject title: rynek usług sportowo-rekreacyjnych					
Format of instruction: discussion classes					
1. Definitions and characteristics of the sports and recreational services market in practical terms.		3	2	0	
2. Product as an element of the concept of marketing sports and recreational services, including the product life cycle.		3	2	0	
3. The importance of sports and recreational services in economic and social development.		3	2	0	
4. Consumer behavior in the sports and recreational services market.		3	2	0	
5. Principles of pricing in the sports and recreation services market.		3	2	0	
6. Distribution and promotion as an element of the sports and recreation services market.		3	2	0	
7. Presentation and discussion of projects prepared by students.		3	3	0	
Modes of delivery	Multimedia presentations, project preparation, team work.				
	The course teacher shall specify how artificial intelligence should be used as part of implementation of the course according to University of Szczecin best practices and standards. The course teacher shall inform students in their first class about the scope and possibilities of using AI and shall present a catalogue of tools and applications adjusted to relevant learning outcomes and teaching needs and possibilities within a given course.				
Assessment methods				No. of learning outcome from the syllabus	
	PRACA PISEMNA/ ESEJ/ RECENZJA			EP2,EP4	
	PREZENTACJA			EP1,EP3,EP5,EP6,EP8,EP9	
	ZAJ CIA PRAKTYCZNE (WERYFIKACJA POPRZEZ OBSERWACJ)			EP1,EP2,EP3,EP4	
	Metody i formy weryfikacji efektów uczenia si mog zosta zmienione dla studentów ze szczególnymi potrzebami na warunkach i zasadach okre lonych w Regulaminie Studiów Uniwersytetu Szczeci skiego.				
Grading criteria	The condition for passing the exercises is to achieve a positive assessment of at least two activities during the exercises (the scope of involvement, preparation and presentation during classes are assessed). Another element of passing is the preparation and presentation of a mandatory project. The student selects the topic of the project in consultation with the teacher.				
	Grade calculation principles				
	The grade for the subject is the arithmetic mean of the grades obtained in the exercises. The grade for the subject is the grade for the exercises.				
Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	3	rynek usług sportowo-rekreacyjnych		Wa ona	
	3	rynek usług sportowo-rekreacyjnych [wiczenia]	zaliczenie z ocen		1,00
Basic reading	Aleksander Panasiuk (2019): Rynek turystyczny. Struktura, procesy, tendencje, Difin, Warszawa				
	Andrzej Sznajder (2015): Marketing sportu, Polskie Wydawnictwo Ekonomiczne, Warszawa				
	Bogusław Ryba (2004): Podstawy organizacji i zarz dzania instytucjami sportowo-rekreacyjnymi, Polska Korporacja Mened erów Sportu, Warszawa				
Supplementary reading	Zygmunt Wa kowski (2005): Relacyjny model rynku sportowego i jego marketingowe implikacje, Wydawnictwo Akademii Ekonomicznej w Poznaniu, Pozna				
STUDENT WORKLOAD					
		No. of hours			
		including e-learning			
Contact hours	15		0		
Participation in test / exam	0		0		

Preparation for contact hours	2	0
Private reading and studying	2	0
Participation in tutorials	4	0
Preparation of project / essay / etc.	2	0
Preparation for test / exam	0	0
TOTAL workload	25	
ECTS credits	1	

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: USKFZ-MwS-P-I-S-25/26Z							
Course title: teoria i metodyka rekreacji (PODSTAWOWE)					Course code: KFZ224PIJ3451_43S		
Name of field of study: management w sporcie							
Mode and cycle of study: first-degree, full - time			Profile of study: practical		Specialty:		
Course / module status obligatory				Language of instruction: semester: 2 - polish language			
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS	
				including e-learning			
1	2	discussion classes	30	0	pg	3	
		lecture	15	0	pg		
Total			45			3	
Course / module coordinator		dr EWA KRUSZY SKA					
Course instructor		dr MAŁGORZATA PACZY SKA-J DRYCKA					
Course / module objectives		To familiarize students with the basic issues of theory and methodology of physical recreation. Equip students with the skills to plan and program physical recreation activities. Equip students with the skills to lead physical activity classes, assume the role of leader and promoter, and thus acquire the competence to convey the principle of healthy competition during physical activity classes.					
Prerequisites		No					
LEARNING OUTCOMES							
Category	No.	Code	Description	Ref. to programme benchmarks			
knowledge	1	EP1	The student has knowledge of the terminology related to physical recreation.	K_W01			
	2	EP2	The student understands the specifics of planning and programming recreational exercise activities based on safety principles.	K_W03 K_W06 K_W07			
skills	1	EP3	The student is able to identify the potential customer by adjusting the recreational offer to him.	K_U01 K_U05			
	2	EP4	The student is skilled in team planning and programming recreational activities based on elementary safety principles.	K_U08			
social competences	1	EP5	The student is ready to cooperate with the external environment to improve his own professional competence in the field of physical recreation.	K_K01 K_K02			
	2	EP6	The student is ready to perform various social roles in sports and recreational institutions.	K_K04 K_K06			
CONTENT					Semester	No. of hours	
						including e-learning	
Subject title: teoria i metodyka rekreacji							
Format of instruction: lecture							
1. Introduction to the subject. Familiarization with the basic terminology related to the theory and methodology of recreation.					2	2	0
2. Recreational training. Forms, methods and means used in physical recreation.					2	2	0
3. Course, outline, warp of recreational activities.					2	2	0

4. Motoricity in human ontogeny. Characteristics of motor abilities.		2	3	0	
5. Physical recreation in preventive health care.		2	2	0	
6. The environment and its elements as a space for physical recreation.		2	2	0	
7. Safety of recreational activities.		2	2	0	
Format of instruction: discussion classes					
1. Introduction to the problems of the subject. Discussion of the purpose, issues, literature and the rules for passing the course.		2	2	0	
2. The importance of team building in the planning, programming and implementation of physical recreation (team building games and activities).		2	16	0	
3. Sports and recreation institutions. Recreation planning and programming.		2	12	0	
Modes of delivery	Multimedia lecture, group work. multimedia presentation, discussion, practical action method (depending on the needs, it is possible to implement part of the hours in the field).				
	The course teacher shall specify how artificial intelligence should be used as part of implementation of the course according to University of Szczecin best practices and standards. The course teacher shall inform students in their first class about the scope and possibilities of using AI and shall present a catalogue of tools and applications adjusted to relevant learning outcomes and teaching needs and possibilities within a given course.				
Assessment methods				No. of learning outcome from the syllabus	
	KOLOKWIUM			EP1,EP2,EP6	
	PREZENTACJA			EP3,EP4,EP5,EP6	
	ZAJ CIA PRAKTYCZNE (WERYFIKACJA POPRZEZ OBSERWACJ)			EP1,EP2,EP3,EP4,EP5,EP6	
Metody i formy weryfikacji efektów uczenia si mog zosta zmienione dla studentów ze szczególnymi potrzebami na warunkach i zasadach okre lonych w Regulaminie Studiów Uniwersytetu Szczeci skiego.					
Grading criteria	Practice credit includes: - preparation of games and team-building activities based on the diagnosis of the environment and safety rules (observation of practical activities - control of content compliance) - preparation of a multimedia presentation and its presentation based on the activities of a selected sports and recreational institution, evaluation of its previous activities and planning of recreational activities based on the diagnosis of the environment, modern trends and safety rules. The exercise grade is the arithmetic average of all grades obtained by the student during the exercise. The grade may be increased for additional activity. Credit for lectures includes a written colloquium on the content of lectures				
	Grade calculation principles				
	The course grade is the arithmetic mean of the exercise grade and the lecture grade				
Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	2	teoria i metodyka rekreacji		Arytmetyczna	
	2	teoria i metodyka rekreacji [wiczenia]	zaliczenie z ocen		
	2	teoria i metodyka rekreacji [wykład]	zaliczenie z ocen		
Basic reading	Kozdro E. (2008): Podstawy teorii i metodyki rekreacji ruchowej : podr cznik dla instruktora rekreacji ruchowej - cz ogólna, TKKF, Warszawa				
	Kozdro E., Krynicki B., Le A., Niedzielska E., Piotrowska J. (2019): Metodyka rekreacji - warsztat pracy specjalisty, AWF, Warszawa				
	Łukasik M. I., Witek A. (2015): Budowanie efektywnego zespołu poprzez gry i zabawy, Wydawnictwo Uniwersytetu Marii Curie-Skłodowskiej, Lublin				
	Siwi ski W., Pluta B. (2010): Teoria i metodyka rekreacji, AWF , Pozna				

Supplementary reading	Osiński W. (2011): Teoria wychowania fizycznego, AWF, Poznań
	Paczyńska-Jadrycka M., Łubkowska W. (2016): Non-formal education in the animation of leisure and recreation versus the development of social competence. Central European Journal of Sport Sciences and Medicine. 2016, vol. 13 no. 1, pp. 109-115
	Paczyńska-Jadrycka M., Eider P. : Edukacja zdrowotna w kontekście zdrowia i animacji czasu wolnego. Handel Wewnętrzny. 2017, r. 63 nr 4 (369) t. 1, s. 366-376
	Siwiński W., Paczyńska-Jadrycka M. (2012): Wychowanie ustawiczne w zakresie rekreacji ruchowej. W: Siwiński W., Pluta B. (red.) Teoria i metodyka rekreacji ruchowej w świetle aktualnych badań, Bogucki Wydawnictwo Naukowe, Poznań
	Woźniak Jacek (2024): Współczesne systemy motywacyjne. Teoria i praktyka, PWN, Warszawa

STUDENT WORKLOAD

	No. of hours	
		including e-learning
Contact hours	45	0
Participation in test / exam	2	0
Preparation for contact hours	2	0
Private reading and studying	7	0
Participation in tutorials	7	0
Preparation of project / essay / etc.	5	0
Preparation for test / exam	7	0
TOTAL workload	75	
ECTS credits	3	