

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	sylabus
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	Theory and methodology of recreation / Teoria i metodyka rekreacji	j. angielski / English	KFZ224PIJ3451_43S	3	2	zał.
2	I	management w sporcie	Sports and recreational events / Eventy sportowo-rekreacyjne	j. angielski / English	KFZ224PIJ3451_25S	2	5	zał.
3	I	management w sporcie	Organization of sports and recreational events / Organizacja imprez sportowych i rekreacyjnych	j. angielski / English	KFZ224PIJ3451_11S	2	5	zał.
4	I	management w sporcie	Planning in sports and recreation / Planowanie w sporcie i rekreacji	j. angielski / English	KFZ224PIJ3451_12S	2	5	zał.
5	I	management w sporcie	Organization and management in sport / Organizacja i zarządzanie w sporcie	j. angielski / English	KFZ224PIJ3451_41S	3	2	zał.

S Y L A B U S (KARTA PRZEDMIOTU)

Nazwa programu studiów: USKFZ-MwS-P-I-S-25/26Z						
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			Specjalność:	
Status przedmiotu: fakultatywny				Język przedmiotu: semestr: 3 - język polski		
Rok	Semestr	Forma zajęć	Liczba godzin		Forma zaliczenia	ECTS
				w tym e-learning		
2	3	zajęcia terenowe	30	0	ZO	2
Razem			30			2
Koordynator przedmiotu:	dr MAREK KOLBOWICZ					
Prowadzący zajęcia:	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 wstępne:	Brak					
EFEKTY UCZENIA SIĘ						
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
umiejętności	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
TREŚCI PROGRAMOWE ZAJĘĆ I KONSULTACJI					Semestr	Liczba godzin zajęć
						w tym e-learning
Przedmiot: Contemporary trends in sports and recreation (nowoczesne formy ruchowe)						
Forma zajęć: zajęcia 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 POPRZECZ 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 średniej
	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 oceną		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		
ŁĄCZNY nakład pracy studenta w godz.		50			
Liczba punktów ECTS		2			

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: USKFZ-MwS-P-I-S-26/27Z						
Course title: organizacja i zarządzanie w sporcie (PODSTAWOWE)					Course code: KFZ224PIJ3451_41S	
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	15	0	pg	3
		lecture	15	0	e	
Total			30			3
Course / module coordinator		dr inż. MACIEJ BURYTA				
Course instructor		dr inż. MACIEJ BURYTA				
Course / module objectives		To familiarize students with the concepts of management and organization in sports, providing basic knowledge about the market, businesses, and other physical culture institutions. To raise awareness of the role of marketing in contemporary organizational endeavors in sports. To acquire skills in planning marketing activities in sports. Students should be prepared to make sound decisions in managing a sports organization.				
Prerequisites		None				
LEARNING OUTCOMES						
Category	No.	Code	Description			Ref. to programme benchmarks
knowledge	1	EP1	The student knows the tasks of managerial staff at particular levels of management and is able to identify the types of contemporary managers and their competences.			K_W04
	2	EP2	The student defines concepts of management and organization in the context of the functioning of sports institutions.			K_W07
skills	1	EP3	The student plans and carries out activities in the field of sports management together with individuals, social groups and representatives of other professions and administration.			K_U03
	2	EP4	The student is able to take actions aimed at effective management of personnel as well as the material resources of the enterprise in the light of the analysis of the decisions made.			K_U07
social competences	1	EP5	The student is ready to maintain appropriate relations with the immediate environment and society when cooperating in the management of a sports organization.			K_K04 K_K07
	2	EP6	The student is ready to express an active attitude in action and develop his/her own competences in the area of management.			K_K02 K_K03
CONTENT					Semester	No. of hours
						including e-learning
Subject title: organizacja i zarządzanie w sporcie						
Format of instruction: lecture						

1. Introduction to sports management.		2	3	0	
2. Planning and decision-making in a sports organization.		2	3	0	
3. Basic elements of organizing.		2	3	0	
4. The process of leading, leadership and processes of influencing employees.		2	3	0	
5. Proces kontrolowania, podstawowe elementy kontrolowania.		2	3	0	
Format of instruction: discussion classes					
1. Sports sponsorship as a public relations tool in marketing communication.		2	3	0	
2. Customer relationship management based on the examples of Polish sports clubs.		2	3	0	
3. Contemporary sports organizations as exemplified by clubs of various sports disciplines.		2	3	0	
4. Crisis management in sport.		2	3	0	
5. Strategic management in Polish professional sports clubs.		2	3	0	
Modes of delivery	Lecture, presentation, case study, discussion.				
	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	
	EGZAMIN PISEMNY			EP1,EP2,EP4	
	PREZENTACJA			EP3,EP5,EP6	
	ZAJĘCIA PRAKTYCZNE (WERYFIKACJA POPRZEZ OBSERWACJĘ)			EP3,EP5,EP6	
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.					
Grading criteria	To pass the tutorials, students must obtain at least a passing grade in the practical exercises (observation during group work) and deliver a presentation on the assigned topic.				
	To pass the lectures, students must obtain at least a passing grade in the exam.				
	Grade calculation principles				
The exam grade constitutes 75% of the final grade, and the project grade constitutes 25% of the final grade. The course grade is determined as a weighted average of the lecture grades (60%) and the tutorial grades (40%). Percentage grade: 60-69 satisfactory 70-74 satisfactory+ 75-84 satisfactory 85-89 satisfactory+ 90-100 excellent					
Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	2	organizacja i zarządzanie w sporcie		Ważona	
	2	organizacja i zarządzanie w sporcie [ćwiczenia]	zaliczenie z oceną		0,25
	2	organizacja i zarządzanie w sporcie [wykład]	egzamin		0,75
Basic reading	Bednarczyk M., Nessel K. (2016): Przedsiębiorczość w sporcie, zasady i praktyka, CeDeWu, Warszawa				
	Griffin Ricky W. (2017): Podstawy zarządzania organizacjami, Wydawnictwo Naukowe PWN, Warszawa				
	Kuźbik P., Moterski F. (2016): Zarządzanie w sporcie. Organizacje, ludzie, marketing, Wydawnictwo Uniwersytetu Łódzkiego, Łódź				
Supplementary reading	Sznajder A. (2017): Sport jako biznes w epoce globalizacji, PWE, Warszawa				
	Tomanek M. (2019): Zarządzanie jakością w klubie sportowym, UMK, Toruń				
STUDENT WORKLOAD					
		No. of hours			
		including e-learning			

Contact hours	30	0
Participation in test / exam	3	0
Preparation for contact hours	7	0
Private reading and studying	4	0
Participation in tutorials	17	0
Preparation of project / essay / etc.	6	0
Preparation for test / exam	8	0
TOTAL workload	75	
ECTS credits	3	

COURSE SYLLABUS AND SPECIFICATION

Curriculum title: USKFZ-MwS-P-I-S-24/25Z-MOS-R						
Course title: organizacja imprez sportowo-rekreacyjnych (SPECJALNOŚCI / SPECJALIZACJE / MODUŁY SPECJALNOŚCIOWE)					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		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	field classes	30	0	pg	2
Total			30			2
Course / module coordinator	dr MAŁGORZATA PACZYŃSKA-JĘDRYCKA					
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
Subject title: organizacja imprez sportowo-rekreacyjnych						
Format of instruction: field classes						
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		
	ZAJĘCIA PRAKTYCZNE (WERYFIKACJA POPRZECZ 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.							
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				Ważona	
	5	organizacja imprez sportowo-rekreacyjnych [zajęcia terenowe]			zaliczenie z oceną		1,00
Basic reading	Burgiel R.K. (2000): Poradnik organizatora imprez sportowych i rekreacyjnych, TKKF Zarząd 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 , Poznań						
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-24/25Z-MOS-R							
Course title: planowanie w sporcie i rekreacji (SPECJALNOŚCI / SPECJALIZACJE / MODUŁY SPECJALNOŚCIOWE)					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		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	discussion classes	30	0	pg	2	
Total			30			2	
Course / module coordinator		dr EWA KRUSZYŃSKA					
Course instructor		dr EWA KRUSZYŃSKA					
Course / module objectives		Celem przedmiotu jest zapoznanie studentów z planowaniem w sporcie i rekreacji, przygotowanie do projektowania strategii marketingowych, zgodnie z zamierzonymi celami i etyką zawodową.					
Prerequisites		Brak					
LEARNING OUTCOMES							
Category	No.	Code	Description			Ref. to programme benchmarks	
knowledge	1	EP1	Student zna podstawowe pojęcia z dziedziny nauk o kulturze fizycznej i planowania.			K_W01	
	2	EP2	Student zna podstawowe pojęcia z dziedziny marketingu i planowania.			K_W03 K_W04 K_W05	
	3	EP3	Student rozpoznaje etapy planu marketingowego i potrafi przedstawić zależności między nimi.			K_W07 K_W09	
skills	1	EP4	Student projektuje plan marketingowy dla przedsiębiorstw z branży sportowo-rekreacyjnej.			K_U02 K_U03 K_U05	
	2	EP5	Student formułuje strategię marketingową dla przedsiębiorstwa sportowego i rekreacyjnego, dobiera dla niej odpowiednie instrumenty marketingowe.			K_U05 K_U09	
social competences	1	EP6	Student akceptuje konieczność planowania dla osiągnięcia założonych celów.			K_K02 K_K03	
	2	EP7	Student zdaje sobie sprawę z negatywnych konsekwencji braku lub złego planowania i zarządzania zasobami ludzkimi.			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. Marketingowa charakterystyka przedsiębiorstwa sportowo-rekreacyjnego (powstanie, rozwój, pozycja rynkowa, stosowane instrumenty marketingowe, itp.)					5	2	0
2. Analiza otoczenia marketingowego i pozycji konkurencyjnej przedsiębiorstw sportowo-rekreacyjnych					5	2	0

3. Analiza SWOT przy planowaniu marketingowym	5	2	0
4. Elementy planu marketingowego	5	2	0
5. Misja i cele przedsiębiorstwa sportowo-rekreacyjnych	5	2	0
6. Strategie marketingowe przedsiębiorstw sportowo-rekreacyjnych	5	2	0
7. Planowanie nowej usługi, cykl życia usługi sportowo-rekreacyjnej	5	2	0
8. Planowanie cen	5	2	0
9. Planowanie promocji (grupa docelowa, plan wykorzystania instrumentów promocji mix, plan dla poszczególnych instrumentów promocji mix, plan mediów , hasła reklamowe, itp.)	5	4	0
10. Rola planowania w procesie zarządzania sportem i rekreacją	5	4	0
11. Prezentacja własnego opracowania planu marketingowego dla przedsiębiorstwa sportowo-rekreacyjnego	5	6	0

Modes of delivery	Ćwiczenia z użyciem technik multimedialnych, analiza case study, praca w grupach, prezentacja.		
	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
	ZAJĘCIA PRAKTYCZNE (WERYFIKACJA POPRZECZ 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.		

Grading criteria	Warunkiem zaliczenia ćwiczeń jest przygotowanie projektu grupowego oraz indywidualnej prezentacji na zadany temat oraz zaangażowanie się w realizację zadań.				
	Grade calculation principles				
	Ocena z przedmiotu ustalana jest jako średnia arytmetyczna z ocen uzyskanych na ćwiczeniach. Ocenę z przedmiotu stanowi ocena z ćwiczeń.				

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

Basic reading	A. Pomykański (2013): Zarządzanie i planowanie marketingowe, PWN, Warszawa				
	G. Rosa, A. Smalec (2005): Zarządzanie i planowanie marketingowe, wybrane problemy, Wydawnictwo Naukowe Uniwersytetu Szczecińskiego, Szczecin				
	Koźmiński Andrzej K., Piotrowski Włodzimierz (2023): Zarządzanie Teoria i praktyka, Wydawnictwo Naukowe PWN, Warszawa				
Supplementary reading	Rosa G., Smalec A., Sondej T. (2010): Analiza i funkcjonowanie rynku ćwiczenia 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 (SPECJALNOŚCI / SPECJALIZACJE / MODUŁY SPECJALNOŚCIOWE)					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	field classes	30	0	pg	2
Total			30			2
Course / module coordinator	dr MAŁGORZATA PACZYŃSKA-JĘDRYCKA					
Course instructor	dr EWA KRUSZYŃSKA					
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
Subject title: eventy sportowo-rekreacyjne						
Format of instruction: field classes						
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	
	ZAJĘCIA PRAKTYCZNE (WERYFIKACJA POPRZEZ OBSERWACJĘ)				EP1,EP2,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.					
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			Ważona	
	5	eventy sportowo-rekreacyjne [zajęcia terenowe]		zaliczenie z oceną		1,00
Basic reading	Bartosz Grucza, Krzysztof Cwik (2013): Zarządzanie 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 życia., 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-26/27Z							
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 MAŁGORZATA PACZYŃSKA-JĘDRYCKA					
Course instructor		dr MAŁGORZATA PACZYŃSKA-JĘDRYCKA					
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	
	KOŁOKWIUM			EP1,EP2,EP6	
	PREZENTACJA			EP3,EP4,EP5,EP6	
	ZAJĘCIA PRAKTYCZNE (WERYFIKACJA POPRZECZ OBSERWACJĘ)			EP1,EP2,EP3,EP4,EP5,EP6	
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.					
Grading criteria	Assessment of the tutorials includes: - preparing team-building games and activities based on the environmental diagnosis and safety rules (observation of practical classes - checking compliance with content and safety rules) - verification through observation (a grade of at least satisfactory for the group project and an individually prepared multimedia presentation on a given topic). - preparing and presenting a multimedia presentation based on the activities of a selected sports and recreational institution, assessing its previous activities, and planning recreational activities based on the environmental diagnosis, modern trends, and safety rules. (The grade is awarded based on: the extent of coverage, substantive accuracy, and attractiveness of the presentation). The tutorial grade is the arithmetic average of all grades obtained by the student during the tutorials. The grade may be increased for additional activity. Assessment of the lectures includes a written test covering the lecture content. The test is graded according to a percentage structure: 60-69 (good grade) 70-74 (good grade)+ 75-84 (good grade) 85-89 (good grade)+ 90-100 (very good grade)				
	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 [wykład]	zaliczenie z oceną		
	2	teoria i metodyka rekreacji [ćwiczenia]	zaliczenie z oceną		
Basic reading	Kozdroń E. (2008): Podstawy teorii i metodyki rekreacji ruchowej : podręcznik dla instruktora rekreacji ruchowej - część ogólna, TKKF, Warszawa				
	Kozdroń E., Krynicki B., Leś 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				
	Siwiński W., Pluta B. (2010): Teoria i metodyka rekreacji, AWF , Poznań				

Supplementary reading	Osiński W. (2011): Teoria wychowania fizycznego, AWF, Poznań
	Paczyńska-Jędrycka 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-Jędrycka M., Eider P. : Edukacja zdrowotna w kontekście ścieżki zdrowia i animacji czasu wolnego. Handel Wewnętrzny. 2017, r. 63 nr 4 (369) t. 1, s. 366-376
	Siwiński W., Paczyńska-Jędrycka 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	