Wyższa Szkoła Turystyki i Ekologii
ul. Zamkowa 1
34-200 Sucha Beskidzka

COURSE DESCRIPTION SHEET

PROJECT MANAGEMENT

Programme: Tourism and Leisure		Course ID:
Profile: practical		
Major: all majors	**Level of studies:** First degree (bachelor's)	**Year:** III **Semester:** 1, 2
Type of classes: practical classes/exercises	**Number of hours per semester:** Full-time studies: **30** Part-time studies: **14**	**ECTS:** 5

COURSE GUIDE
Applicable in the academic year 2025/2026

STUDENT WORKLOAD

Type of activity	**Average number of hours required to complete the activities**	
	Full-time studies	**Part-time studies**
Total number of hours with direct participation of the instructor	37	18
Hours conducted in class	30	14
Including those using distance learning methods and technologies	-	-
Consultations	5	2
Examinations and assessments during the exam session	2	2
Independent student work	88	107
Total workload	**∑150**	

COURSE OBJECTIVES

C1. To familiarise students with project preparation procedures and project management methodologies.
C2. To provide knowledge of the organisational aspects of planning, designing and delivering a project—from the concept phase through to project evaluation.
C3. To develop the ability to prepare project documentation (project charter, feasibility study) and to produce a logical framework matrix, schedule and budget, together with monitoring and evaluation arrangements.
C4. To build competence in preparing and presenting a SWOT analysis, applying the W/H principles, constructing a logical framework, and conducting project risk analysis.
C5. To verify students' theoretical knowledge and skills gained during studies in practice, thinking and acting in the entrepreneurial way.

PREREQUISITES

1. Knowledge acquired in general and discipline-specific modules from earlier semesters.
2. Ability to think creatively.
3. Ability to use diverse information sources.
4. Ability to work independently.
5. Ability to present one's knowledge and viewpoints clearly and appropriately.
6. Ability to use a computer and MS Office software.

LEARNING OUTCOMES

KNOWLEDGE (W)
EU 1 The student possesses basic, structured knowledge of the project management process in tourism, and understands selected project and design concepts and definitions in this field. EU 2 The student identifies and describes the phases associated with project design in tourism.
SKILLS (U)
EU 3 The student assembles project finance, prepares a budget and classifies eligible costs; is able to prepare and present a SWOT analysis, apply the W/H principles, construct a logical framework matrix and perform risk analysis; selects appropriate output and outcome indicators. EU 4 The student subjects a project to verification and analysis (including stakeholder, problem, objective and strategy analyses) and proceeds to the project implementation phase.
COMPETENCES (K)
EU 5 The student presents the successive phases of a selected and developed tourism project and is aware of the social, professional and ethical responsibility associated with the proposed project actions.

COURSE CONTENT

Type of class – LECTURES Detailed description of thematic blocks		**Number of hours**	
		Full-time studies	**Part-time studies**
L 1-5	1. Introduction to project management in tourism: What business problem will the project solve? What needs to be done? What will be delivered? How will it be delivered? How will success be verified, and how effectively? SMART requirements: Specific, Measurable, Acceptable, Realistic, Timed. 2. Project life cycle. Types of projects. Project Cycle Management (PCM) – PRINCE2 methodology. 3. Project formulation (concept phase): project idea; overarching objectives; preliminary description; specific objectives; additional objectives; beneficiaries; W/H principles. 4. Logical framework matrix—construction methodology: Activities + assumptions = outputs; Outputs + assumptions = specific objectives; Specific objectives + assumptions = overall objectives. 5. Risk analysis, evaluation and monitoring	**10**	**2**
Total		**10**	**2**

Type of class – PRACTICAL CLASSES / EXERCISES Detailed description of thematic blocks	**Number of hours**	
	Full-time studies	**Full-time studies**

PC/E 1-10	1-2. Project idea. Identifying activity sequences using illustrative projects. Indicator selection: input indicators, output indicators, outcome indicators, impact indicators 3. Training tasks for projects on various themes 4. Specification of individual project assignments forming the basis for the final assessment. 5. Project implementers (team, organisational structure). Task descriptions for team members 6-7. Development of the logical framework matrix for the individual project. 8. Project duration (Gantt chart, milestones). Project financing structure. Budgeting. Eligible costs. Project results. Indicators and their verification. Internal and external constraints on project delivery (matrix analyses, risk analysis). 9. Project verification. Stakeholder, problem, objective and strategy analyses. Logical framework (stakeholder analysis; problem and objective analysis; identification and appraisal of priorities; selection of a course of action). 10. Project implementation. Managing changes arising from unforeseen circumstances. Project financial management. Financial control. Monitoring. Evaluation. 11. Student presentations of the successive phases of their selected tourism projects.	**20**	**12**
Total		**20**	**12**

TEACHING TOOLS

1. Practical classes / Excersises – Project workshops, discussion, review, presentation and project work; educational films

ASSESSMENT METHODS AND TECHNIQUES (F – Formative, P – Summative)

F1. – Assessment of preparation for project workshops

F2. – Assessment of activity and participation in discussions

P1. – Examination in the form of a complete, independently prepared tourism project submitted in print and electronically (project coursework for a grade)
Exam – in form of full project preparation

COURSE COMPLETION REQUIREMENTS

Final examination in the form of an independently prepared project

BIBLIOGRAPHY

BASIC LITERATURE

1. Wysocki R., Efektywne zarządzanie projektem, Helion, Gliwice, 2013
2. Kerzner H., *Zarządzanie projektami. Studium przypadków*, Gliwice 2005.
3. Wodecka-Hyjek A., *Metodyka PRINCE 2 w zarządzaniu realizacją projektów*, ACTA UNIVERSITATIS LODZIENSIS, FOLIA OECONOMICA 234, 2010.
4. Kosek A., Przegląd wybranych metodyk zarządzania projektami, Zeszyty Naukowe Państwowej Wyższej Szkoły Zawodowej w Legnicy ISSN 1896-8333, e-ISSN 2449-9013 nr 32(3)/2019

SUPPLEMENTARY LITERATURE

1. Lock D., *Podstawy zarządzania projektami*, PWN, Warszawa 2003.
2. Kaczmarek J., Stasiak A., Włodarczyk B., *Produkt turystyczny. Pomysł, organizacja, zarządzanie*, Polskie Wydawnictwo Ekonomiczne, Warszawa 2010.

INFORMATION ABOUT THE ACADEMIC TEACHERS

Course instructor (name, surname, e-mail address)

…..e-mail: ……

COURSE IMPLEMENTATION MATRIX

Learning outcome for the course	Reference to programme learning outcomes	Course objectives	Course content	Teaching tools	Assessment methods
EU1	K_W01, K_W05, K_W06	C1	Ćw.1-20	1	P1
EU2	K_W05	C2	Ćw.1-20	1	P1
EU3	K_U02, K_U06,	C3, C4	Ćw.1-20	1	F1, F2, P1
EU4	K_U05, K_K02	C3, C4	Ćw.1-20	1	F1, F2, P1, P1
EU5	K_U08, K_K03	C1 – C5	Ćw.1-20	1	F1, F2, P1

STUDENT ASSESSMENT CRITERIA

LEARNING OUTCOME 1(W)	
For grade 2	1. Lacks basic, structured knowledge of project management in tourism; does not know core concepts and definitions related to projects and design in tourism.
For grade 3	1. Demonstrates basic knowledge of project management prcess in tourism, knows fundamental project and design in tourism terms and definitions.
For grade 4	1. Demonstrates basic knowledge of project management prcess in tourism, knows fundamental project and design in tourism terms and definitions.
For grade 5	1. Demonstrates well-structured knowledge of project management in tourism and is familiar with a broad range of concepts and definitions related to projects and design tourism
LEARNING OUTCOME 2 (W)	
For grade 2	2. Does not identify or describe the phases associated with project design in tourism.
For grade 3	2. Satisfactorily identifies and describes the phases associated with project design in tourism.
For grade 4	2. Well identifies and describes the phases associated with project design in tourism.
For grade 5	2. Very well identifies and describes in detail the phases associated with project design in tourism.
LEARNING OUTCOME 3 (U)	
For grade 2	3. Cannot structure project finance, prepare a budget or classify eligible costs; cannot prepare and present a SWOT analysis, W/H rules, logical matrix and risk analysis
For grade 3	3. Satisfactorly structures project finance, prepare a budget or classify eligible costs; cannot prepare and present a SWOT analysis, W/H rules, logical matrix and risk analysis
For grade 4	3. Properly structures project finance, prepare a budget or classify eligible costs, prepare and present a SWOT analysis, W/H rules, logical matrix and risk analysis
For grade 5	3. Very effectively structures project finance, prepare a budget or classify eligible costs, prepares and presents at good level a SWOT analysis, W/H rules, logical matrix and risk analysis
LEARNING OUTCOME 4 (U)	
For grade 2	4. Cannot subject the project to verification and analysis (stakeholders, problems, objectives, strategies) and cannot progress to the implementation phase.
For grade 3	4. Satisfactorily conducts verification and analysis (stakeholders, problems, objectives, strategies) but does not proceed to a substantive description of the implementation phase.
For grade	4. Conducts verification and analysis (stakeholders, problems, objectives, strategies)

4	and proceeds to describe the implementation phase.
For grade 5	4. Conducts comprehensive verification and analysis (stakeholders, problems, objectives, strategies) and presents a clear, well-reasoned description of the implementation phase.
LEARNING OUTCOME 5 (K)	
For grade 2	5. Cannot present the phases of the selected tourism project; is unaware of the social, professional and ethical responsibility for proposed project actions.
For grade 3	5. Satisfactorily presents the phases of the selected tourism project; is aware of the social, professional and ethical responsibility for proposed actions.
For grade 4	5. Presents the phases of the selected tourism project clearly; is aware of the social, professional and ethical responsibility for proposed actions.
For grade 5	5. Presents the phases of the selected tourism project very clearly and convincingly; demonstrates strong awareness of the social, professional and ethical responsibility for proposed actions.

METHOD OF LEARNING OUTCOME VERIFICATION

Assessment of:	**Percentage distribution of assessment:**
Knowledge (W)	**35%** of total course grade
Skills (U)	**40%** of total course grade
Social competences (K)	**25%** of total course grade

GRADING SCALE:

Insufficient (2.0)	Below 50% of the maximum score for the intended learning outcomes.
Satisfactory (3.0)	From 50% to 60% of the maximum score for the intended learning outcomes.
Satisfactory plus (3.5)	From 60% to 70% of the maximum score for the intended learning outcomes.
Good (4.0)	Above 70% to 80% of the maximum score for the intended learning outcomes.
Good plus (4,5)	Above 80% to 90% of the maximum score for the intended learning outcomes.
Very good (5,0)	Above 90% to 100% of the maximum score for the intended learning outcomes.

Person responsible for the course description sheet

APPROVAL OF THE COURSE DESCRIPTION SHEET FOR IMPLEMENTATION

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(place, date) (course coordinator) (dean)