

Studies programme part 1

General characteristics of studies	
Main area (specialisation) of the studies:	Institute of management and economy of tourism services
The area (specialisation) of the studies <i>(the name of the area (specialisation) must be appropriate to the contents of the programme and especially to the expected learning outcomes)</i>	Sports Management
Level of education: <i>(first and second degree studies, uniform master degree studies)</i>	second-cycle studies
Educational profile: <i>(general, applied)</i>	practical
Mode of studies: <i>(full-time studies, part-time studies)</i> Optional specific study systems (e.g. remote, dual)	full-time studies
Number of semesters:	4
Training (total length):	480 hours by the end of 3 semester
OHS training in the following extent:	_____ hours at the beginning of _____ semester, performed as part of module
Number of ECTS credits necessary to obtain qualifications corresponding to the level of study	120
Total number of ECTS credits obtained:	
in classes that require the direct participation of academic teachers or other lecturers:	62
in the course of classes in the humanities or social sciences:	120
as part of the training:	18
as part of the modules of classes related to practical professional preparation:	69
for classes conducted in a remote system (applies to studies in a remote system):	
Percentage proportion of ECTS credits for each discipline <i>(concerns a major assigned to more than one discipline):</i>	
leading discipline: management and quality sciences	84 % of the total number of ECTS credits
discipline (disciplines): socio-economic geography and spatial management	16% of the total number of ECTS credits
Total student workload	3061
Professional title obtained by a graduate:	Master
Indication whether the opinions of interested parties were taken into account in the process of defining learning outcomes and in the process of preparing and improving the programme <i>(indicate with whom employers the agreements are signed, meetings have taken place; how are the graduates monitored, etc.)</i>	Polska Izba Turystyki Oddział Kujawsko-Pomorski, Kujawsko-Pomorska Organizacja Turystyczna, Związek Prywatnych Pracodawców Turystyki Lewiatan, Sektorowa Rada ds. Kompetencji Turystyka, City Hotel w Bydgoszczy, ByLOT, BKS Visła, Basket 25, Edutraveler.pl, ADMAR Mariusz Marszański
Area (specialisation) - major relation	TOURISM AND RECREATION

Study programme part 2

Area (specialisation): **SPORT MANAGEMENT**

Educational modules with the assumed learning outcomes						
Educational modules	Subjects (* - shall mean the subject possible for selection)	Assumed learning outcomes	Programme content for achieving learning outcomes	Credit rigor	Number of ECTS	Ways of verifying the assumed learning outcomes achieved by the student
Canon subjects						
Management and entrepreneurship	Organizational culture - learning organizations	K_W04, K_K03	Learning organisations; Organizational culture; Typology of organizational cultures; Knowledge management in the organization; Review of research in the field of organizational cultures	Zo	1	essay
	Project management and team building (subject taught in foreign language)	K_W06, K_U04, K_U05, K_U07, K_U09, K_U10, K_U11, K_K04	Clarification of needs; Issue management; Building a team of employees (Human Relations); Communication management; Delegation of tasks; Risk management; Change management; IT management support systems	Z	1	implementation of the project, analysis of information on a given topic; tests
	Practical foundations of remote learning	K_W10, K_W11, K_U01, K_K01	Life Long Learning, Security of information systems, Working in an LMS system	Z	0	quizzes, tests, participation in discussion forms
	Playing Enterprise	K_W09, K_W11, K_U05, K_U07, K_K05, K_K01	Techniques for creating the correct presentation; Public speaking; Working in a team under time pressure; Rules of the Enterprise Game; Teamwork on a business problem; Public presentation of solutions	Zo	1,5	game report
Language	Foreign language	K_W04, K_U10, K_U11, K_K01	Tourism today, National tourist organizations, Managing tour operations, Hotel management, e-Travel, Quality in tourism, Built attractions, Events management	Z	2	final paper; oral expression; tasks for understanding the written text; tasks for understanding the text being listened to
Practical philosophy	Introduction to philosophy	K_W01, K_K01	Types of human cognition; Unity and multiplicity of philosophies; Theoretical philosophy; Philosophy of particular beings; Practical philosophy; Basic issues	Zo	2	passing test; tasks carried out during classes; text analysis; execution of the project; participation in discussions
Flexible education	Introduction to scientific information	K_W10, K_U10, K_K01	The concept of information and its application in science; Sources of scientific information; Catalogues and bibliographic databases; Science bases; Licensed online knowledge bases; Open repositories; Searching for information on the Internet; Use of thematic services; Using scientific search engines; Use of multi-search engines; Use of library information and retrieval systems	Z	1	test
	Library training	K_W06, K_U07, K_K01	WSG information and library system; WSG Main Library (or affiliate libraries) and its collections on the internet; On-line catalogues; Sharing collections; Database	Z	0	test
	Pre-medical first aid	K_W05, K_U06, K_U07, K_U09, K_K01	Cardiopulmonary resuscitation – algorithms of procedure; Injured unconscious; Respiratory obstruction; Life-threatening conditions associated with the nervous system; Symptoms and management; Diseases and emergencies requiring assistance related to the respiratory system, to the circulatory system. Symptoms and management; Frostbite, thermal burns, chemical burns, electric shock; Types of wounds and their supply, hemorrhages; Injuries of the musculoskeletal system, head, spine; Management of various life-threatening conditions and diseases. Symptoms and management	Z	1	test; tasks; observation of students' work during the implementation of exercises, assessment and analysis of practical tasks performed
	Specialized IT systems	K_W06, K_U07, K_K01	Features and capabilities of the ProHott program, Making and managing reservations, guest registration, billing - invoicing, Check-out, changing the status of rooms in the Housekeeping module	Z	1	final paper
	Culture of the Polish language	K_W05, K_U11, K_K01	Educating the ability to listen, speak, read and write within the subject of everyday life and basic social contacts – establishing and maintaining contact in official and unofficial situations, providing information about oneself, shopping, using catering, transport and accommodation services, expressing basic needs in the above-mentioned situations.	Zo	4	written control tests, oral answers to check grammar and vocabulary; written statements as part of homework, work in class; short written statements; homework, class work, written control tests to check reading comprehension; self-assessment, observation; assessment of activity and engagement in classes, observation of work in pairs or groups
Basic subjects	Planning and tourism policy	K_W01, K_W02, K_W03, K_W07, K_W08, K_W09, K_U03, K_U011, K_K03	Socio-economic policy of the state and industry politics, Tourism policy – meaning, objectives and tasks, Entities of tourism policy, Instruments of tourism policy at various levels of management, Tasks of government administration in the field of tourism, Tourism policy and tourism management, Activities of POT, ROT and LOT, Sustainable development policy in tourism – problems of tourism development, International tourism policy – example of the European Union, Planning the development of the tourist function - instruments of planning in tourism, Determinants of the development and planning of tourism depending on: spatial scale, type and quality of tourist space and types of tourism, Tourism development strategy - case study	E	2	oral passing/multiple choice test
	Marketing planning	K_W03, K_W05, K_U07, K_U08, K_U04, K_U09, K_K04	Marketing planning in the enterprise – case study. Marketing planning at the strategic, tactical and operational level. Creating a marketing plan – the structure of a marketing plan. Control of the marketing plan. Planning a marketing strategy.	E, Zo	4	final test, final paper and presentations, participation in the discussion - teacher evaluation, simulation
	Sustainable development	K_W04, K_W09, K_U01, K_U06, K_U07, K_K01, K_K02	The concept of sustainable development, historical background and future perspectives (ethics, law, culture and physical limits), Ethical foundations and determinants of sustainable development. Selected aspects of human activity in the environment, Social development in the context of sustainable development, Food and plant raw materials in the light of the theory of sustainable development, Application of game theory to understand the problems related to the creation of sustainable development, towards sustainable mobility – management of transport of people and goods, Energy – from fossil fuels to ecological energy sources, Level of consumption of natural resources in the world, Consumerism and its consequences, The concept of ecological rate in individual and global terms	Zo	2,5	participation in the discussion, tasks performed on hares written - final passing
	Competitiveness test methods	K_W01, K_W04, K_U01, K_U03, K_U04, K_U06, K_U08, K_U10, K_K01	Issues of competitiveness on the market, Problems of competitiveness of regions, Cluster structures in tourism, Methods and tools for measuring competitiveness	Zo	4	final paper, project report
Major and area-related subjects						
	Marketing Communications	K_W03, K_W05, K_W11, K_U02, K_U07, K_K04, K_K05	From promotion to marketing communication – definition and in-depth analysis, Classic and modern functions of marketing communication, Integrated marketing communication, Instruments of marketing communication tools (promotion), ATL (Above The Line) activities carried out in traditional media such as television, radio, press, posters, outdoor advertising, indoor advertising, etc., BTL (Below The Line) activities addressed to a specific recipient (e.g. retailer, consumer), the essence and role of advertising in shaping attitudes and retaining buyers. Psychological determinants of the consumer's decision-making process – perception, learning process, motivation. Selected forms of public relations (investor relations, lobbying, innovative on-line PR and others), Market of agencies supporting marketing communication management, Selected methods of researching the effectiveness of marketing communication	Zo	6	test, project report
	Negotiation and self-presentation techniques	K_W05, K_U01, K_U08, K_U10, K_K03, K_K05	Essence of negotiations, Negotiator profile, Negotiation strategies, Defining your negotiation style, Preparation and phases of negotiation, Influencing, Negotiation techniques, Interpersonal communication and self-presentation issue, Interpersonal communication and self-presentation techniques	Zo	1,5	test, simulation, performing tasks individually and in groups
	Organization of tourist and recreational events	K_W03, K_W06, K_W07, K_U03, K_U07, K_U09, K_U11, K_K03	Principles of planning and programming tourist and recreational events. Marketing, promotion, public relations and CSR	Zo	2	final paper

Study programme part 2

Area (specialisation): **SPORT MANAGEMENT**

Educational modules with the assumed learning outcomes						
Directional subjects	Public relations	K_W03, K_W05, K_W07, K_U05, K_K03, K_K04	Basic concepts and definitions and trends in the development of modern PR, Mutual relations between PR and marketing and CSR, similarities and differences, Ethics in PR, Legal norms, moral norms - laws, codes and declarations, "Black PR", Strategic preparation of a PR project, Defining and segmentation of recipients, Defining short-term and long-term goals, Evaluation of activities: effectiveness vs. effectiveness, what and how we measure, case study, analysis, Crisis situations in PR, Team building	Zo	4	final paper, project report
	Subject to choose from: The city as a tourist destination I/1	K_W02, K_U03, K_K01	Reasons for the development of tourism as a global phenomenon, Urban tourism or tourism in the city – around the definition, Factors attracting tourists to a big city, Model of tourist attractiveness of a city, Tourist product of the city, Selected types of tourism in the city, Tourism in cities in the world, Urban policy and tourism development, City portals in the process of promoting urban tourism, Selected cities of the world and their tourist products	Zo	1,5	oral exam
	Subject of choice: Analysis and economics of the sports market I/2	K_W06, K_U02, K_K01, K_K02	Financial reporting of clubs, unions and sports associations, Financial planning in sports organizations Analysis of the financial situation Documentation and forms of documenting economic events, Principles of preparing an offer for financing a sports task, Accounting and reporting on the performance of a sports task	Zo	1,5	oral exam
	Subject to choose from: Management of sports clubs II/1	K_W06, K_U02, K_K01, K_K02	Legal aspects of the functioning of the sports club (including contracting, media contracts, forms of transformation of the sports club, security for the organization of mass events), Organizational determinants of the functioning of sports clubs (technical and sports resources, training staffs, organizational structures of sports units, pre-match briefings), effective management of financial resources of the sports club, marketing in sports (the role of advertising, sponsorship, promotional activities of sports clubs, formation of PR of the sports club in the media), ethical aspects of sports club management.	Zo	1,5	test, discussion
	Subject to choose from: Theory of sports training II/2	K_W01, K_W02, K_U02, K_K01	Subject of sport theory, System of sports training, its components and functions, Principles, Forms, means and methods of training, Substantive structure of training, Temporal structure of training, Designing the process of sports training, Selected aspects of training in team games	Zo	1,5	oral exam
	Statistical inference	K_W06, K_U02, K_U04, K_U02, K_K01,	Elements of probability calculus, Limit theorems: the law of large numbers, Lindeberg Levy limit theorem, Schemes for the selection of elements for the sample. Basic concepts from statistical inference, Analysis of the structure of mass phenomena, Estimation of parameters of the general population, Construction of confidence intervals for the average population, population variance and structure index, Verification of statistical hypotheses, Statistical inference in correlation and regression analysis Two- and multivariate random variables and their theoretical distributions., Functions and parameters describing the distribution of a random variable. Statistical inference in regression analysis. Statistical inference in time series analysis.	Zo, Zo	3,5	test, performing tasks individually
	Subject to choose from: Branding of places IV/1	K_W03, K_U02, K_U03, K_K04	Genesis and determinants of territorial marketing development, Branding. The essence and importance of the brand, Factors affecting the value and strength of the brand. The general model of branding, Branding. The essence and process of brand positioning on the market, Identity and brand image, Brand identity – means of influence. Models of branding of tourist destinationsh. Development of the concept of a branding strategy on the selected example of the city – an individual task.	Zo, Zo	3,5	oral exam, individual and group tasks, participation in discussion, project report
	Elective course: Tourism in regional and local development IV/2	K_W03, K_U02, K_U03, K_K01	Local and regional development - Scientific views related to local and regional development of tourism. The importance of local government activities for tourism development, Local development planes: socio-cultural, natural environment, technical, economic, spatial infrastructure, Tourism development models (including public-private partnership). Case Studies	Zo, Zo	3,5	oral exam, performance of tasks individually, analysis of information on a given topic
	Subject to choose from: CSR - Corporate Social Responsibility V/1	K_W03, K_U03, K_K01	Evolution of management views, Goals and types of organizations - Business and social goals of the organization, CSR as the purpose of the enterprise, Environment of the organization, Profit and non-profit organizations, Measures and criteria for assessing the effectiveness of activities, Types of socially responsible undertakings, Charitable activities, Safe and useful products, Employee development, Environmental protection, Communication of corporate social responsibility, Organizational culture and CSR	Zo, Zo	3	oral passing, participation in the discussion, research report
	Subject to choose from: Financing in sports V/2	K_W03, K_W06, K_U03, K_K01	Financing of sports in Poland, Financing of sports development from public funds, Basic sources of funding for sports clubs, fundraising, projects, getting sponsors	Zo, Zo	3	final paper, test report
	Elective course: Conflict management VI/1	K_W06, K_U02, K_U03, K_K01, K_K02, K_K03	Concept of conflict, Typology of conflict, Determinants of conflicts at various levels, Phases of conflict, Styles of conflict response, Negative methods of conflict impact, Effective methods and techniques of conflict management	Zo, Zo	3,5	participation in the discussion, interpretation of the text, project report
	Subject to choose from: Tourism development strategies VI/2	K_W03, K_U02, K_U03, K_K03	The essence of the tourism development strategy, Characteristics of the stages of strategic planning in tourism, Methods of developing a tourism development strategy, Classification of strategies, Directions of tourism development in Poland (case study: national tourism development strategy, tourism development strategy in the Kujawsko-Pomorskie region)	Zo, Zo	3,5	oral exam, individual and group tasks, participation in discussion, project report
	Subject of your choice: Coaching IX/1	K_W05, K_W06, K_U03, K_U04, K_U05, K_U07, K_K02	Coaching – concept, history, types, Coaching techniques and models, Coaching process, Coach – role, qualities and skills of a good coach, Tools in coaching, Case studies	Zo, Zo	2,5	oral completion, participation in a discussion, performance of tasks individually or in groups
	Elective Course: Psychology of Leadership and Leadership IX/2	K_W05, K_W06, K_U03, K_U04, K_U05, K_U07, K_U09, K_K02	Psychological Aspects of Leading and Leading People, The Essence of Leadership, Leadership Styles, Functions, Tasks, Team Leader Roles, Punishing and Rewarding Employees, Future Leader Competencies, Motivating Colleagues, Turquoise Management Model, Building and Leading Teams	Zo, Zo	2,5	participation in the discussion, tasks performed on hares individually or in groups, oral passing
	Subject to choose from: Crisis management in tourism VII/1	K_W03, K_W05, K_U06, K_K02	Concepts and essence of crisis, typology of crisis events, The essence of the crisis in tourism, the development of research in the field of crisis management in tourism, crisis management in tourism (phases, models)	Zo	1	oral exam
	Subject to choose from: Crisis management in sports /2	K_W03, K_W05, K_U06, K_K02	Crisis management in sports chain reactions of crisis in sports, phases of crisis, prevention, corrective actions	Zo	1	oral exam
	Internet Marketing	K_W03, K_W05, K_W11, K_U02, K_U04, K_U06, K_U09, K_K03, K_K05	Specificity of Internet marketing, Internet marketing management, E-marketing strategy, Interactive services - the market and its specifics, On-line consumer behavior, Mobile technologies, Legal aspects of marketing activities on the Internet, E-marketing measurement, Websites, Search engine positioning, Advertising and Google analytics, Google Advertising Adwords, The role of data in e-marketing, Social media – tools, management, Social media in marketing, Advertising campaigns in social media, Content marketing, On-line promotion management, e-marketing research	Zo	3	participation in the discussion, analysis of information on a given topic, project report
Expert classes	Expert classes	K_W03, K_U01, K_K02	Organization of tourism in Poland and in the world, Problems of tourism management - administrative structure / tourism policy, tourism development strategies, management in the hotel industry and gastronomy, trends in the tourism market (demand and supply side)	Z	1	final paper

Study programme part 2

Area (specialisation): **SPORT MANAGEMENT**

Educational modules with the assumed learning outcomes						
Sports Manager	Sports Infrastructure Management	K_W03, K_W05, K_W06, K_U07, K_K03	Introduction to the issues of sports infrastructure management. Analysis of the concept of "sports infrastructure". Elements of sports infrastructure. Development of sports infrastructure over the years. Characteristics of sports facilities, their classification, features and tasks. Sports infrastructure in Poland and in the world. Legal aspects of sports infrastructure management. Contemporary legal forms used in the management of sports infrastructure in Poland. Specificity of investments in the development of sports infrastructure. Sources and methods of financing investments in sports infrastructure and the cost of raising capital. The specifics of managing selected types of sports facilities. Management control system on the example of a selected sports center. Assessment of the impact on the environment of investments in sports infrastructure. Commercialization of sports infrastructure. Public-private partnership in the development of sports infrastructure.	E, Zo	4	final paper, project development, teacher evaluation, self-assessment
	Organization of team games	K_W05, K_W07, K_U07, K_U09, K_G4	The place and role of team sports games in modern sport. The concept of team games. Classification of team sports; Organizational basics of team sports games in Poland (Sports Associations, Sports Clubs, Sports Team: players, coaches, managers. Olympic team games: history, rules, technique and tactics (basketball, football, handball, volleyball, hockey, etc.). Non-Olympic team games: history, recipes (frisbee, korfbal, lacrosse, boules). Team sports games for people with disabilities: history, regulations, organizations in Poland. Wheelchair basketball Wheelchair rugby, Indoor hockey, goalball, volleyball Technique and tactics of selected team games. Characteristics of recreational and sports activities from team games.	Zo	4,5	test, oral expression, performance of tasks individually or in groups, self-assessment
	Supplementation in sport	K_W05, K_W07, K_U06, K_U07, K_U_11, K_K02, K_K03	General characteristics and role in physical exertion of basic nutrients (carbohydrates, proteins, fats, vitamins and mineral salts). Supplements, nutrients and agents that increase efficiency and improve the efficiency of the body. Hydration of the body during physical exertion. The importance of body weight in sports. Rules for feeding athletes during the period of training, competition and renewal.	E, Zo	6	final paper, project report, teacher evaluation
	Safety of sporting events	K_W06, K_W07, K_U02, K_U03, K_U07, K_K03	Socio-cultural sources of aggression of sports audiences. Selected theories explaining the phenomenon of stadium hooliganism. Legal basis for the safety of mass events. European standards for the prevention of criminal offences committed during and in connection with sporting events. Tactics to ensure safety during mass events. Prevention of deviant behavior of sports fans. The role of the media in shaping the attitudes of participants of mass events.	Zo	2	test, oral statements, project report, self-assessment
	Sports law	K_W03, K_W07, K_U05, K_K01	Law and sport, the Act on Sport, general sport, competitive sport. Sources of sports law, characteristics of sports law, norms of sports law, sports law of the European Union. Administrative and legal aspects of the functioning of a sports club. Administrative and legal aspects of the functioning of the Polish (district) sports association. Supervision over clubs and Polish sports associations (administrative and legal aspects). Disciplinary responsibility in sport, Legal status of the player and coach. Corruption and gambling in sports I.g. Criminal liability in sport. Civil liability in sport. Safety in sports. Combating doping in sport.	Zo	1,5	test, participation in discussion/debate, teacher price, self-assessment
	Sports policy	K_W04, K_U02, K_K01	Introduction to socio-economic policy, Place of sport in the system of socio-economic policy, Concept, genesis, objectives and development of sports policy, Subjects of sports policy (hierarchical arrangement), Addressees of sports policy, Methods and instruments of sports policy, International sports organizations Strategies for the development of sport in Poland and the European Union	Zo	0,5	written statement, draft, self-esteem
	Competition in the sports market	K_W03, K_W04, K_W09, K_K04, K_U07, K_U09	Globalization – competition – the market for sports services; sports sector in the Polish economy; sources of competitiveness of enterprises and public and social sports organizations on the sports market; strategies for competing in the conditions of a global sports market; methods for assessing competitive position; competition policy in the EU	Zo	2,5	oral expression, analysis of information on a given topic, performance of tasks individually or in groups
	Sport for people with disabilities	K_W03, K_W05, K_U05, K_U07, K_K03	Presentation of the history, goals, tasks and organizational structure of sport for people with disabilities. Familiarization with the medical, functional and point classification of players and the sports training system. The role of sport in the physical and mental rehabilitation of people with special needs. The impact of systematic sports training on the body of a disabled person. Discussion of summer and winter Paralympic disciplines with an indication of their role in the process of comprehensive rehabilitation of people with various dysfunctions. Presentation of the means, forms and methods of sports training in the teaching of sports technique and tactics and analysis of the structure of the training unit and the training cycle (macro cycle, mesocycle, and microcycle). Discussion of equipment used in sports and recreation in selected groups of competitors. The role of the active wheelchair in planning sports and recreational activities.	Zo	2	final paper, project report, teacher evaluation
	Managing sports organizations in the digital age	K_W06, K_U04, K_U08, K_K02	conducting sports activities in the digital economy, new trends in management stimulated by the development of information and communication technologies, the impact of information and communication technologies on changing the formulas of the functioning of entities from the sports market, the concept and essence of a virtual organization, virtual organizations functioning in sport, the creation of a virtual organization on the sports market	Zo	1,5	test
	Brand management	K_W03, K_W04, K_W05, K_U01, K_U07, K_U10, K_K01, K_K04, K_K05	Brand concept, Brand structure, Brand and marketing, Brand in the value chain, Psychological, social and economic aspect of the brand, Brand management processes, Brand creation methodology, Operational and strategic activities, Strategic aspects of the brand.	E, Zo	5,5	participation in a discussion, written or oral exam, performance of tasks individually or in groups, project report
E-sports	K_W03, K_U04, K_U09, K_K04	Sports competition in virtual space, e-sports disciplines, organization of gaming events for fans of sports games	Zo	0,5	performance of tasks individually or in groups, teacher evaluation	
Organisation of sport and recreation in the EU	K_W03, K_U03, K_K01	Sport and recreation and the challenges of modern civilization, sport in Poland and EU structures, developing the European dimension of sport (EU directives on the organization of sport in the EU), European sport charter	Zo	1	perform tasks individually or in groups	
Training	Practice employee competence	K_W03, K_W06, K_W07, K_U02, K_U04, K_U05, K_U09, K_K02, K_K03, K_K04	Implementation of internship objectives (acquisition of: knowledge, skills and competences) in accordance with the detailed internship program available in the University's internal documentation	Z	6	internship card
	Industry practice part 1	K_W03, K_W06, K_W07, K_U02, K_U04, K_U05, K_U07, K_U09, K_K02, K_K03, K_K04, K_K05	Introducing students to their future professional work and gathering their initial experience and developing competencies in the field of professional activity in the management and application of marketing in the tourism industry.	Z	6	internship card
	Industry practice part 2	K_W03, K_W06, K_W07, K_U04, K_U05, K_U06, K_U07, K_U09, K_K03, K_K04, K_K05	Introducing students to their future professional work and gathering their initial experience and developing competencies in the field of professional activity in the management and application of marketing in the tourism industry. Part 2.	Z	6	internship card
Degree awarding process	Research methodology	K_W01, K_W06, K_U08, K_U10, K_K01, K_K02	Methodology as a science; Knowledge and science; Methodological peculiarities of the sciences; Scientific research as problem solving; Selected research methods and techniques; Algorithms of typical scientific reasoning; Structure and dynamics of scientific theory; Research management; Principles of formation and presentation of scientific papers; Principles of construction of the measurement tool, construction of the survey questionnaire, improvement of the questionnaire; Types of survey research, techniques for increasing the maneuverability of questionnaires, data coding; Calculation of measures using Excel statistical functions – measures of central and dispersion tendency, correlation and regression coefficients, measures of dynamics of phenomena	Zo	2	test; teacher and peer evaluation; evaluation of oral statements
	Computer methods for the processing of scientific data	K_W05, K_U02, K_K02	Methodology of conducting online research; Existing data; Data analysis; Reporting	Z	1	perform tasks in groups or individually; participation in the discussion; - activity in classes; colloquium

Study programme part 2

Area (specialisation): **SPORT MANAGEMENT**

Educational modules with the assumed learning outcomes						
	Master's Seminar	K_W01, K_W03, K_W06, K_W08, K_U02, K_U04, K_U05, K_U07_U08, K_U09, K_U10, K_KD1, K_K02, K_K05	Stages of creating a diploma thesis - literature studies, preparation of research concepts, selection of methods and tools, quantitative and qualitative development of empirical data, Development of the concept of the diploma thesis (structure, scope)	Z	5	performing tasks individually, teacher evaluation
	Master's seminar and preparation for the diploma exam	K_W01-K_W09, K_U01-K_U05, K_U09, K_U10, K_U13, K_K01, K_K02	Consultation of the results obtained in the course of creating diploma theses, evaluation and verification of the obtained results, discussion of examination issues	Zo	5	performing tasks individually, teacher evaluation