



## PR2: Modification of selected courses syllabus

# Jagiellonian University

Based on the results among employers in tourism businesses, the syllabi of selected courses were modified. Taking into account the results of the identified employers' requirements for soft, hard, and sustainability skills, competencies and knowledge of graduates, the following subjects have been selected:

1. **Tourism Marketing**
2. **Social Media in Tourism**
3. **Travel Agency Market**
4. **Corporate Social Responsibility**
5. **Hotel Management**

All five courses are taught through lectures and seminars in the master's program Management in Tourism. The following changes have been made to the mentioned courses:

### 1. **Tourism Marketing**

In the Tourism Marketing courses syllabus, the objectives and learning outcomes in terms of **knowledge, skills and competences** have been modified. The changes introduced referred to the inclusion in the learning outcomes of the following soft and hard competencies indicated by entrepreneurs as important and at the same time lacking among university graduates: **critical thinking, ability to work in a team, creative problem-solving, innovativeness, online marketing (e.g. SEO, search engine marketing) and data analytics (machine learning, natural language processing, database skills).**

**The learning outcomes in terms of knowledge** were supplemented with two new ones, i.e. The student knows and understands:

- principles, concepts and theories relating to marketing management in the context of tourism,
- application of *online marketing* and basic and advanced methods of data analysis.



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In terms of **skills**, all learning outcomes were modified, taking into account that the student is able to:

- *critically evaluate* current theories and practices and their application in tourism marketing management,
- apply appropriate marketing knowledge in a number of complex global situations,
- collect, *analyze, evaluate and synthesize data*,
- *question existing marketing practices and theories*, based on the best practices,
- *critically evaluate digital opportunities and challenges* related to tourism marketing,
- use *online marketing* as a basis for marketing strategies,
- *create innovative and creative strategic solutions* to complex marketing problems.

In the area of **social competences**, a learning outcome has been added referring to the fact that the student is prepared for teamwork.

In addition, two new topics have been added to the content of the Tourism Marketing subject program:

- Online marketing in tourism
- Data analysis in online marketing.

## 2. Social Media in Tourism

In the syllabus of the Social media in tourism course, the learning outcomes in terms of **knowledge and skills** have been modified. The changes introduced referred to the inclusion in the learning outcomes of one hard competence indicated by entrepreneurs as important and at the same time lacking by university graduates, i.e. **social media analytics (e.g. Meta Business Suite)**.

**The learning outcomes in terms of knowledge** have thus been supplemented with one new one, i.e. The student knows and understands:

- the essence and principles of conducting social media monitoring.

In terms of **skills**, one new learning outcome has also been added, taking into account that the student is able to:

- conduct a quantitative and qualitative analysis of the media using content analysis.





### 3. Travel Agency Market

In the syllabus of the course Travel Agency Market, the objectives and learning outcomes in terms of **knowledge, skills and competences** were modified. The changes introduced referred to the inclusion in the objectives of knowledge of the tourism market, contemporary development trends of this market and planning of tourist events. In the learning outcomes, the changes referred to the following soft and hard competencies indicated by entrepreneurs as important and at the same time lacking among university graduates: **critical thinking, ability to work in a team, creative problem-solving, innovativeness, ethical conduct, online marketing (e.g. SEO, search engine marketing), data analytics (machine learning, natural language processing, database skills).**

**The learning outcomes in the scope of knowledge** were supplemented with one new one, i.e. The student knows and understands:

- principles in the scope of planning tourist events.

In the scope of **skills**, two learning outcomes were modified, taking into account that the student is able to:

- develop and calculate a tourist package,
- notice market trends.

In the scope of **competences**, learning outcomes were added referring to the fact that the student is prepared to plan and calculate tourist events and manage the principles of ethics in contacts with cooperators and customers.

In addition, two new topics were added to the content of the Travel Agency Market subject program:

- contemporary *trends in the tourism market*, including the tour operator market
- management quality of the offer, including *ethical* aspects of contacts with partners and clients.

### 4. Corporate Social Responsibility

In the syllabus of the course Corporate Social Responsibility, the subject and syllabus title, objective and learning outcomes in terms of **knowledge, skills and social competences** were modified. The changes introduced referred to the extension of the subject name, which currently reads Sustainable development and social responsibility in business, including in the objectives of familiarizing students with the concept of sustainable development. In the learning outcomes, the changes referred to the following sustainability competencies indicated by entrepreneurs as important and at the same time





lacking them among university graduates: **understanding of sustainability principle, internal sustainability management, skills helping to improve the sustainability of suppliers, ability to motivate customers to make more sustainable choices, ability to make and implement a sustainability mission statement, policy and action plan, skills related to awareness of local customs (e.g., food, arts, language, crafts).**

**The learning outcomes in terms of knowledge** were supplemented with three new ones, i.e. The student knows and understands:

- sustainable development principles,
- sustainable development indicators and how to use them at various levels of management,
- sustainable development practices.

In terms of **skills**, two learning outcomes have been modified to include the ability of the student to:

- select measurement indicators for monitoring sustainable development programs,
- diagnose the company's situation from the perspective of sustainable development.

In the scope of **social competences**, learning outcomes have been added referring to the fact that the student is prepared to:

- deepen and improve their knowledge of the scope of the sustainable development concept,
- develop and implement a sustainable development mission statement, policy and action plan,
- promote sustainable development activities

In addition, 4 topics have been extended to the content of the Sustainable Development and Social Responsibility in Business courses program with references to the sustainable development concept and one new topic has been added:

- The essence of *sustainable development, principles and objectives of the concept (new)*
- *Monitoring sustainable development and CSR* (widened, before was Monitoring CSR)
- *Strategic approach to sustainable development and CSR* (widened, before was Strategic approach to CSR)
- *Reporting sustainable development and CSR* (widened, before was Reporting CSR)
- *Examples of the application of the sustainable development concept and CSR - case study* (widened, before was Examples of the application of the CSR concept)





## 5. Hotel Management

In the Hotel Management courses syllabus, the learning outcomes in terms of **knowledge and skills** have been modified. The changes introduced referred to the inclusion in the learning outcomes of the following soft and hard competencies indicated by entrepreneurs as important and missing: **creative problem-solving, knowledge of trends and actual situation, online marketing (e.g. SEO, search engine marketing), skills to monitor online reviews, (big) data analytics (machine learning, natural language processing).**

The learning outcomes in terms of **knowledge** have been supplemented with two new ones, i.e. The student knows and understands:

- *hotel market trends,*
- theoretical issues in the field of building *online reputation and managing electronic word-of-mouth marketing*

In terms of **skills**, three learning outcomes have been modified, taking into account that the student is able to:

- *creatively solve problems* related to management
- *collect and analyze data (small and big)* regarding the hotel market,
- demonstrate examples of ways of reacting and responding to positive and negative *online reviews.*

In addition, one new topic has been added to the Hotel Management curriculum:

- Hotel Reputation Management

Apart from the mentioned changes, consultations were conducted with teachers of other courses who could contribute to enhancing the required skills, knowledge, and competencies. They were informed about the survey results among employers.

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