

Subject card

Subject name and code	Fundamentals of business management - lectures, PG_00075877						
Field of study	Aquaculture – Business And Technology						
Date of commencement of studies	October 2024	Academic year of realisation of subject				2025/2026	
Education level	undergraduate studies	Subject group					
Mode of study	full-time studies	Mode of delivery				at the university	
Year of study	2	Language of instruction				Polish Polish language	
Semester of study	3	ECTS credits				1.0	
Learning profile	practical	Assessment form					
Conducting unit							
Name and surname of lecturer (lecturers)	Subject supervisor		dr hab. Anna Dziadkiewicz				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	15.0	0.0	0.0	0.0	0.0	15
	E-learning hours included: 0.0						
Learning activity and number of study hours	Learning activity	Participation in didactic classes included in study plan		Participation in consultation hours		Self-study	SUM
	Number of study hours	15		15.0		0.0	30
Subject objectives	The aim of the course is to provide students with the fundamental knowledge and practical skills necessary to effectively manage aquaculture businesses.						
Learning outcomes	Course outcome		Subject outcome			Method of verification	
	[AKWAL3_W10] knows and understands the general principles of creation and development of forms of individual entrepreneurship, using knowledge from the fields of science and scientific disciplines, relevant to aquaculture		knows and understands the general principles for creating and running an individual entrepreneurship using interdisciplinary knowledge			[SW1] oral statement/ conversation/discussion [SW5] implementation of a problem task	
	[AKWAL3_W07] knows and understands the system of organization of work and management of teams in enterprises or scientific institutions		knows and understands the system of work organisation and management of human teams in commercial and non-commercial enterprises			[SW1] oral statement/ conversation/discussion [SW5] implementation of a problem task	
Subject contents	<p>1. Introduction to business management 2. Human resources management in a company 3. Strategic management in a company 4. Modern methods of business management Marketing and public relations in business management 6. Sources of business funding</p>						
Prerequisites and co-requisites	Interest in entrepreneurial issues, commitment, conscientiousness.						

Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	Written credit	60.0%	60.0%
	Oral expression	60.0%	40.0%
Recommended reading	Basic literature	W.Griffin, Podstawy zarządzania organizacjami, PWN, Warszawa 2007.	
	Supplementary literature	Zarządzanie. Teoria i praktyka, pr. zbior. pod red. A. K. Koźmińskiego i W. Piotrowskiego, PWN, Warszawa 2007.	
	eResources addresses	Adresy na platformie eNauczenie:	
Example issues/ example questions/ tasks being completed	<p>Risk analysis and management in an aquaculture enterprise:</p> <ul style="list-style-type: none"> Describe the main risks involved in running an aquaculture enterprise. Outline risk management strategies that can be implemented to minimise their impact on the business. <p>Sustainability in aquaculture:</p> <ul style="list-style-type: none"> Discuss the concept of sustainability in the context of aquaculture. Outline the methods and technologies that can be applied in an aquaculture enterprise to minimise the negative impact on the environment. <p>Marketing strategies for aquaculture products:</p> <ul style="list-style-type: none"> Analyse the different marketing strategies that can be used to promote aquaculture products in the domestic and international market. Provide specific examples of marketing campaigns and their impact on sales of aquaculture products. 		
Work placement	Not applicable		

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