

**Subject card**

<b>Subject name and code</b>	The basics of a business, PG_00092792						
<b>Field of study</b>	Marine Hydrography						
<b>Date of commencement of studies</b>	October 2024	<b>Academic year of realisation of subject</b>			2024/2025		
<b>Education level</b>	Bachelor's studies	<b>Subject group</b>			Obligatory subject group in the field of study Humanistic-social subject group		
<b>Mode of study</b>	full-time studies	<b>Mode of delivery</b>			at the university		
<b>Year of study</b>	1	<b>Language of instruction</b>			Polish		
<b>Semester of study</b>	2	<b>ECTS credits</b>			2.0		
<b>Learning profile</b>	practical	<b>Assessment form</b>			credit		
<b>Conducting unit</b>	Division of Spatial Studies -> Institute of Socio-Economic Geography and Spatial Management -> Faculty of Social Sciences -> Rector						
<b>Name and surname of lecturer (lecturers)</b>	<b>Subject supervisor</b>		dr Grażyna Chaberek-Kałużniak				
	<b>Teachers</b>		dr Grażyna Chaberek-Kałużniak				
<b>Lesson types</b>	<b>Lesson type</b>	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	<b>Number of study hours</b>	25.0	0.0	0.0	0.0	0.0	25
	E-learning hours included: 0.0						
<b>Learning activity and number of study hours</b>	<b>Learning activity</b>	Participation in didactic classes included in study plan		Participation in consultation hours		Self-study	SUM
	<b>Number of study hours</b>	25		4.0		21.0	50
<b>Subject objectives</b>	To provide the basic knowledge and skills to function effectively in a business environment and develop an entrepreneurial attitude. Theoretical and practical application of habits of effective action, managing oneself in time. Elementary preparation for self-employment.						
<b>Learning outcomes</b>	<b>Course outcome</b>		<b>Subject outcome</b>		<b>Method of verification</b>		
	[HML3-K03] apply economic and legal conditions in the aspect of professional activity related to the field of study		knows the basic legal acts regulating business activity in Poland and the basic mechanisms of a market economy		[SK1] oral statement/conversation/discussion [SK5] implementation of a problem task [SK8] observation of student's independent or team work		
	[HML3-W18] basic principles of creation and development of various forms of entrepreneurship, including the principles of effective organisation and coordination of work		lists the basic forms of entrepreneurial activity, the basic steps to take in building a business, the creation of habits and good time management practices		[SW1] oral statement/conversation/discussion [SW5] implementation of a problem task		
	[HML3-U08] independently use the professional literature available in traditional and electronic form, make an assessment, critical analysis and synthesis as well as the correct interpretation of the information obtained		searches for industry information, conducts market research using available internet sources		[SU1] oral statement/conversation/discussion [SU3] text preparation/written work [SU5] implementation of a problem task		

Subject contents	<p>Class 1: Introduction + The concept of entrepreneurship + Why do I "pre-buy" something? + Entrepreneurial person on the job market</p> <p>Class 2: The world of ideas (designing your life) + Business plan + Formal and legal aspects of entrepreneurship + Entrepreneurial finances</p> <p>Class 3: Brand and persona + Marketing mix + Market and its determinants</p> <p>Class 4: Cooperation and competitive advantage (GRA)</p> <p>Class 5: Profiles of entrepreneurs + Game for Profit</p>											
Prerequisites and co-requisites												
Assessment methods and criteria	<table border="1"> <thead> <tr> <th data-bbox="456 595 794 622">Subject passing criteria</th> <th data-bbox="799 595 1137 622">Passing threshold</th> <th data-bbox="1142 595 1481 622">Percentage of the final grade</th> </tr> </thead> <tbody> <tr> <td data-bbox="456 629 794 656">Interview with an entrepreneur</td> <td data-bbox="799 629 1137 656">51.0%</td> <td data-bbox="1142 629 1481 656">50.0%</td> </tr> <tr> <td data-bbox="456 663 794 689">Worksheets</td> <td data-bbox="799 663 1137 689">51.0%</td> <td data-bbox="1142 663 1481 689">50.0%</td> </tr> </tbody> </table>			Subject passing criteria	Passing threshold	Percentage of the final grade	Interview with an entrepreneur	51.0%	50.0%	Worksheets	51.0%	50.0%
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Interview with an entrepreneur	51.0%	50.0%										
Worksheets	51.0%	50.0%										
Recommended reading	<p>Basic literature</p> <p>Supplementary literature</p> <p>eResources addresses</p>	<p>Glinka B., Gudkova S., Przedsiębiorczość, Oficyna a Wolters Kluwer business, Warszawa 2011</p> <p>Matejun M., Zarządzanie małą i średnią firmą w teorii i ćwiczeniach, Difin, Warszawa 2012</p> <p>Mućko P., Sokół A., Jak założyć i prowadzić działalność gospodarczą w Polsce i w wybranych krajach europejskich, CEDEWU, Wydanie IX, Warszawa 2018</p> <p>Chaberek-Karwacka, G., 2013, Kształtowanie ścieżki kariery zawodowej zgodnie z zamiłowaniem głęboko zakorzenionym w świadomości, w: Bizon, W., Poszewiecki, A. (red.) Efektywność innowacyjnych narzędzi dydaktycznych w procesach kształtowania postaw przedsiębiorczych. Gdańsk: Wydawnictwo UG</p> <p>Kelley, T., Kelley, D., 2019, Twórcza odwaga. Otwórz się na Design Thinking. Warszawa: MT Biznes</p> <p>Burnett, B., Evans, D., 2017, Dobrze zaprojektowane życie. Przełomowa metoda nauczania na Uniwersytecie Stanforda. Łódź: Galaktyka</p> <p>M. Wieczorek, Nawyki 2.0, Wydawnictwo Expertia, wyd. 3</p> <p>Drucker P., Innowacja i przedsiębiorczość. Praktyka z zasady, PWE, Warszawa 1992</p> <p>Ignaciuk E., Umowy cywilnoprawne a bezpieczeństwo podmiotów rynku pracy, [w:] Zachowania rynkowe przedsiębiorstw w teorii i praktyce gospodarczej, pod red. B. Majeckiej i M. Jarockiej, Polskie Towarzystwo Ekonomiczne, Oddział w Gdańsku, Gdańsk 2015, s. 154-169</p> <p>Ignaciuk E., Machowska-Okrój S., Przedsiębiorczość jako czynnik rozwoju społeczno-gospodarczego, Zeszyty Naukowe Uniwersytetu Gdańskiego, Studia i Materiały Instytutu Transportu i Handlu Morskiego 2016, nr 13, s.171-192</p> <p>Ignaciuk E., Kiwak W., Społeczno-ekonomiczne konsekwencje naruszania równowagi między pracą i życiem osobistym, [w:] Bezpieczeństwo zdrowotne ujęcie interdyscyplinarne, pod red. I. Babetsa i H. Marka, Wydawnictwo Wyższej Szkoły Bezpieczeństwa, Poznań 2016, s.37-47</p> <p>Harvard Business Review Polska Forbes</p> <p>Gazeta Prawna</p>										
Example issues/ example questions/ tasks being completed	The student will be encouraged to fill in a work sheet during the course, which will enable the practical implementation of the content given during the lecture part of the course, the student will have the opportunity to work in groups on a business case study and play educational games on entrepreneurial qualities.											
Work placement	Not applicable											

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