

**Subject card**

<b>Subject name and code</b>	Running a business, PG_00117841						
<b>Field of study</b>	Oceanography						
<b>Date of commencement of studies</b>	October 2024	<b>Academic year of realisation of subject</b>			2024/2025		
<b>Education level</b>	postgraduate 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>	academic	<b>Assessment form</b>					
<b>Conducting unit</b>							
<b>Name and surname of lecturer (lecturers)</b>	<b>Subject supervisor</b>		dr hab. Anna Dziadkiewicz				
	<b>Teachers</b>						
<b>Lesson types</b>	<b>Lesson type</b>	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	<b>Number of study hours</b>	30.0	0.0	0.0	0.0	0.0	30
	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>	30		15.0		15.0	60
<b>Subject objectives</b>	Familiarization with the organizational and legal aspects related to starting and operating an enterprise.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[OCEANMU2-U07] is able to communicate using various communication channels and techniques with specialists and non-specialists in the field of oceanographic issues	s able to communicate using various channels and techniques with specialists and non-specialists in the field of management issues	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report
	[OCEANMU2-U12] can independently expand and update oceanographic knowledge when planning and developing a professional career, as well as motivates others to deepen their knowledge	is able to independently expand and update knowledge in the field of entrepreneurship, planning and developing one's own professional career and motivates others to deepen their acquired knowledge	[SU2] presentation/project/paper/report
	[OCEANMU2-W04] knows and understands the latest research trends in the field of oceanography as well as the possibilities of practical application of scientific achievements	knows and understands in depth the latest trends in the field of market research, as well as the possibilities of practical application of scientific achievements in running one's own business	[SW2] presentation/project/paper/report
	[OCEANMU2-W10] knows and understands the principles of creating and developing forms of individual entrepreneurship using knowledge in the field of oceanography	knows and understands the basic principles of creating and developing forms of individual entrepreneurship using knowledge of management, including marketing, sales, accounting, legal bases and consumer trends	[SW2] presentation/project/paper/report
[OCEANMU2-K06] is ready to think and act in a way enterprising, and based on qualifications, engaging in preparation or implementation of professional tasks	is ready to think and act in an entrepreneurial manner and, based on the qualifications held, engage in the preparation or implementation of professional tasks	[SK1] oral statement/conversation/discussion	
Subject contents	Management theory  Essence, functions and organizational structure of the enterprise  Market analysis Mission, vision and strategic goals of the enterprise, SWOT and PEST analysis  Sales plan Marketing plan (marketing mix)  Human resources management in the enterprise  Basics of accounting and financing of activities in the enterprise  Creating a business plan		
Prerequisites and co-requisites			
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	completing a term paper - project or presentation	51.0%	100.0%
Recommended reading	Basic literature	1. P. Antonowicz, E. Malinowska, J. Siciński, U. Zaremba, Przedsiębiorstwo w obliczu zmian społecznych, gospodarczych i technologicznych, Wyd. Aspra, Warszawa 2021. 2. I. Steinerowska-Streb, Zachowania rynkowe mikro-, małych i średnich przedsiębiorstw w Polsce. Diagnoza, analiza, scenariusze rozwoju, Wyd. C.H. Beck, Warszawa 2017 3. A. Sokół, P. Mućko, Jak założyć i prowadzić własną firmę. Praktyczny poradnik z przykładami, Wyd. CeDeWu, Warszawa 2018. 4. Materials prepared by the lecturer during classes	
	Supplementary literature	Various types of items in the field of management, human resources management, finance, creating business plans, marketing, etc.	
	eResources addresses	Adresy na platformie eNauczanie:	

Example issues/ example questions/ tasks being completed	
Work placement	Not applicable

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