

**Subject card**

<b>Subject name and code</b>	Introduction to business, PG_00053415						
<b>Field of study</b>	Chemistry						
<b>Date of commencement of studies</b>	October 2024	<b>Academic year of realisation of subject</b>			2024/2025		
<b>Education level</b>	undergraduate studies	<b>Subject group</b>			Obligatory subject group in the field of study		
<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 Polish		
<b>Semester of study</b>	1	<b>ECTS credits</b>			1.0		
<b>Learning profile</b>	academic	<b>Assessment form</b>					
<b>Conducting unit</b>	Katedra Makroekonomii -> Faculty of Economics -> Rektor						
<b>Name and surname of lecturer (lecturers)</b>	<b>Subject supervisor</b>		dr hab. Marek Szczepaniec				
	<b>Teachers</b>		dr hab. Marek Szczepaniec				
<b>Lesson types</b>	<b>Lesson type</b>	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	<b>Number of study hours</b>	15.0	0.0	0.0	0.0	0.0	15
	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>	15		2.0		8.0	25
<b>Subject objectives</b>	The aim of the course is to acquire basic knowledge in the field of establishing and operating enterprises.						
<b>Learning outcomes</b>	<b>Course outcome</b>		<b>Subject outcome</b>			<b>Method of verification</b>	
	[CHEML3_W15] Enumerates general principles for creating and developing selected forms of individual entrepreneurship enabling the use of knowledge of chemistry, physics and mathematics.		Knows the principles of creating and developing selected forms of individual entrepreneurship.			[SW4] test/exam - oral or written [SW2] presentation/project/paper/report	
	[CHEML3_K09] Is familiar with the general principles of creating and operating forms of individual entrepreneurship.		Is able to prepare a preliminary plan for establishing a start-up.			[SK2] presentation/project/paper/report [SK4] test/exam - oral or written	

Subject contents	<p>1. Entrepreneur</p> <p>2. Market analysis</p> <p>3. Target groups - individual and business customers</p> <p>4. Product/service policy</p> <p>5. Pricing policy</p> <p>6. Distribution system</p> <p>7. Communication system</p> <p>8. Financing the business</p>		
Prerequisites and co-requisites	No requirements		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	Business plan	51.0%	50.0%
	Test	51.0%	50.0%
Recommended reading	Basic literature		<p>Start and Development of Enterprises. How to Start Your Own Business and Achieve Success? Edited by M. Szczepaniec, P. Kulawczuk, M. Sierpińska, University of Gdańsk Press, Gdańsk 2024.</p> <p>J. Cieśliak, Entrepreneurship for the Ambitious. How to Launch Your Own Business. Academic and Professional Publishers, Warsaw 2010.</p>
	Supplementary literature		<b>A. Łopusiewicz, Start-up. From Idea to Success.</b> Samo Sedno, 2013.
	eResources addresses		Adresy na platformie eNauczanie:
Example issues/ example questions/ tasks being completed	<p>Legal forms of business activity</p> <p>Preparation of a product/service offer</p> <p>Pricing</p> <p>Construction of a distribution system</p> <p>Marketing communication</p> <p>Sources of financing activities</p>		
Work placement	Not applicable		

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