

**Subject card**

<b>Subject name and code</b>	Business fundamentals, PG_00146890						
<b>Field of study</b>	Podstawy biznesu (Wykład)						
<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		
<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>			1.0		
<b>Learning profile</b>	academic	<b>Assessment form</b>			credit		
<b>Conducting unit</b>							
<b>Name and surname of lecturer (lecturers)</b>	<b>Subject supervisor</b>		dr Bartosz Nowak				
	<b>Teachers</b>		dr Bartosz Nowak				
<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 provide students with knowledge on the basics of entrepreneurship, including key aspects of creating and managing a small technology enterprise.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[GBEL3_K03] Thinking and acting in an entrepreneurial manner.	The Student is able to think and act in an entrepreneurial manner.	[SK1] wypowiedź ustna/rozmowa/dyskusja
	[GBEL3_W10] principles of research commercialization, intellectual property protection, and technology transfer.	Understands the basic principles of research commercialization, intellectual property protection and technology transfer.	[SW4] test/egzamin - ustny lub pisemny [SW1] wypowiedź ustna/rozmowa/dyskusja
	[GBEL3_W11] legal, organizational, and ethical considerations in conducting and implementing research in the field of genetics and experimental biology.	Knows the legal, organizational and ethical conditions for conducting, implementing and commercializing research in the field of genetics and experimental biology.	[SW4] test/egzamin - ustny lub pisemny [SW1] wypowiedź ustna/rozmowa/dyskusja
	[GBEL3_U04] Capable of reading scientific texts in English and Polish with comprehension, synthesizing the knowledge contained within them, preparing well-documented studies on biological issues, as well as those related to research commercialization.	The student is able to contextualize and integrate knowledge about research results concerning biotechnological problems in the context of their commercialization.	[SU1] wypowiedź ustna/rozmowa/dyskusja
	[GBEL3_U09] Plan and pursue one's education autonomously and in a focused manner.	Is able to independently seek the necessary knowledge, including studying the literature, necessary to plan one's own professional career.	[SU1] wypowiedź ustna/rozmowa/dyskusja
[GBEL3_K01] The utilization of theoretical knowledge in laboratory and production practice.	The student is ready to use theoretical knowledge in laboratory and production practice.	[SK1] wypowiedź ustna/rozmowa/dyskusja [SK4] test/egzamin - ustny lub pisemny	
Subject contents	1. The essence of the concepts: entrepreneurship, enterprise, entrepreneur. Opportunities and risks vs. success and failure.2. Enterprise management, management functions, vision, mission, values, people, enterprise goals.3. Innovation in the enterprise, from the idea to launching the business - the specificity of technological ventures.4. Business model, value canvas, marketing concept. Or how to exist on the market? 5. Basic elements of assessing the efficiency and effectiveness of the operation - revenues, costs, break-even point, profitability, cash flow.6. Basic legal regulations, choice of form and their registration.7. Financial and accounting system. Decisions, alternative solutions, use of information, minimization of tax burdens.8. Sources of financing the activities of innovative, technological enterprises.		
Prerequisites and co-requisites	The student should understand the basic economic categories related to the functioning of the enterprise and should show interest in business issues.		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
		51.0%	80.0%
		80.0%	20.0%
Recommended reading	Basic literature	K. Safin, Small Business Management, Wrocław University of Economics Publishing House, Wrocław 2003K. Wach, How to Start a Business in the European Union, Oficyna Ekonomiczna, Kraków 200M. Matejun Small and Medium Business Management, Difin 2012	
	Supplementary literature	Skrzypek J. Business Plan Best Practice Model. Poltext Publishing House. Warsaw 2009BLUE OCEAN Strategy, W. Chan Kim, Renee MauborgneEntrepreneurship for the Ambitious. How to Start Your Own Business? Jerzy Cieślík Warsaw 2010Business Model Generation. A handbook for Visions, Game Changer, and Challengers, Alexandr Osterwalder, Yves Pigneur. Onepress Wiley 2010	
	eResources addresses		
Example issues/ example questions/ tasks being completed	1. The student is obliged to attend classes, and in the event of absence, it must be excused in accordance with paragraph 12 of the UG Study Regulations.2. The student is obliged to make up for the gaps in knowledge and skills caused by absence from lectures on their own.3. Example of an open-ended question: define the concept of entrepreneurship, enterprise, entrepreneur.		

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