

Subject card

Subject name and code	Basics of business, PG_00155711						
Field of study	Management						
Date of commencement of studies	October 2024		Academic year of realisation of subject		2024/2025		
Education level	undergraduate studies		Subject group		Obligatory subject group in the field of study Subject group related to scientific research in the field of study		
Mode of study	part-time studies		Mode of delivery		at the university		
Year of study	1		Language of instruction		Polish		
Semester of study	1		ECTS credits		5.0		
Learning profile	academic		Assessment form				
Conducting unit	Katedra Strategicznego Rozwoju -> Faculty of Management -> Rektor						
Name and surname of lecturer (lecturers)	Subject supervisor		dr Joanna Próchniak				
	Teachers		dr Renata Płoska				
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	20.0	20.0	0.0	0.0	0.0	40
	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	40		24.0		61.0	125
Subject objectives	Acquire a structured and basic knowledge of the principles and mechanisms of the operation of enterprises in various spheres of their activities, including in their relations with the business environment.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[ZARZL3_W03] The student has advanced knowledge of the organizational and legal forms of establishment and functioning of enterprises and the development of various forms of individual entrepreneurship in Poland, knows and understands the concepts, principles, norms and legal regulations governing the functioning of business entities.	Has knowledge of partnerships and companies and the principles of business operation.	[SW4] test/exam - oral or written
	[ZARZL3_K02] The student is aware of the need to supplement and expand the acquired knowledge and skills and strives to combine knowledge from different fields and disciplines of science interdisciplinarily.	Interprets and combines the knowledge gained in the operation of enterprises.	[SK8] observation of student's independent or team work
	[ZARZL3_U08] The student correctly uses the terminology of the social sciences, especially the discipline of management and quality sciences, clearly and communicatively expresses his opinions.	Uses terminology in the operation of businesses.	[SU1] oral statement/conversation/discussion
	[ZARZL3_U07] The student is able to search for information necessary in making rational decisions of an operational and strategic nature in enterprises.	Able to search for sources of knowledge about companies.	[SU1] oral statement/conversation/discussion
	[ZARZL3_U01] The student is able to correctly interpret socio-economic phenomena, current events in economic policy, economics, as well as to independently formulate his own opinions in this regard and to propose adequate solutions in case of changes occurring in these areas.	Is able to use information on the operation of enterprises Speaks and expresses thoughts based on acquired information.	[SU1] oral statement/conversation/discussion
	[ZARZL3_W01] The student has advanced knowledge in the social sciences, with particular emphasis on the discipline of management and quality sciences, and understands their interrelationships with other social sciences.	Has knowledge of the basics of business and companies.	[SW4] test/exam - oral or written
	[ZARZL3_W08] The student has advanced knowledge of enterprise and entrepreneurship, the determinants shaping the effectiveness of economic activity, taking into account regional and international aspects.	Has knowledge of enterprise and entrepreneurship.	[SW4] test/exam - oral or written
	[ZARZL3_K05] The student is ready to correctly evaluate phenomena and clearly justify his position through rational, logical and entrepreneurial use of knowledge - basing his assertions and decisions on the analysis of received information.	Understands the entrepreneurial approach.	[SK8] observation of student's independent or team work
	[ZARZL3_K06] The student is ready to work in, co-create or manage a group. The student is able to think and act in an entrepreneurial manner.	Takes up roles in the group.	[SK8] observation of student's independent or team work
	[ZARZL3_W11] The student knows and understands the principles of obtaining and using different types of resources in achieving the development goals of the enterprise.	Understands enterprise resource management and the financing process.	[SW4] test/exam - oral or written

	Course outcome	Subject outcome	Method of verification
	[ZARZL3_K01] The student is aware of the depreciation of knowledge over time and understands the need for lifelong learning and deepening of knowledge in both academic and non-academic modes.	Able to search for sources of knowledge about companies.	[SK8] observation of student's independent or team work
Subject contents	Lecture 1. Essence of the company 2. Founding decisions and organisational and legal conditions 3. Company resources 4. Business environment 5. Life cycles in economics (product, technology, company, industry) 6. Development of the company and its paths 7. Risks and crises in business 8. Competitiveness of the company 9. Innovation in the company 10. Globalisation and internationalisation Classes 1. Entrepreneurial attitudes 2. Management of the core business according to the business sector 3. Management of tangible and intangible assets 4. Analysis of the business environment 5. Business plan - development planning 6. Strategy cascading - area strategies 7. Economic-financial measurement of company performance 8. Quality management in business 9. Analysis of cultural problems in business 10. Cases of unethical behaviour in business		
Prerequisites and co-requisites	None		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	Written test	51.0%	50.0%
	Class work	51.0%	50.0%
Recommended reading	Basic literature	Antonowicz P. (red.), <i>Zarządzanie rozwojem przedsiębiorstwa. Interaktywny podręcznik z zakresu zarządzania. Repozytorium case study dla studentów</i>, Wydawnictwo Uniwersytetu Gdańskiego, Gdańsk 2020. (rozdziały: 1-4, 6, 19) Marek S., Białasiewicz M. (red.), <i>Podstawy nauki o organizacji</i>, PWE, Warszawa 2008. Lichtarski J. (red.), <i>Podstawy nauki o przedsiębiorstwie</i>, AE im. O. Langego we Wrocławiu, Wrocław 2007. Latusek -Jurczak D., Olejniczak T., Piotrowski W. (red.), <i>Teoria organizacji. Nauka dla praktyki</i>. Poltext, Warszawa 2021. Brzeziński M. (red.), <i>Wprowadzenie do nauki o przedsiębiorstwie</i>, Difin, Warszawa 2007. Cieślak J., <i>Przedsiębiorczość dla ambitnych, jak uruchomić własny biznes</i>, Wydawnictwa Akademickie i Profesjonalne, Warszawa 2010 (pdf), http://nowybiznes.edu.pl/s/p/artykuly/85/85/PdA%202010.pdf	

	Supplementary literature	Pasieczny J., Glinka B., <i>Tworzenie przedsiębiorstwa. Szanse, realizacja, rozwój</i>, Wydawnictwo Uniwersytetu Warszawskiego, Warszawa 2015. Woźniak J., Wereda W., <i>Mapy ryzyka w zarządzaniu organizacją</i>, CeDeWu, Warszawa 2019. Antonowicz A., <i>Wiedza i kultura organizacyjna jako główne filary zasobów niematerialnych w przedsiębiorstwie</i>, [w]: P. Antonowicz, J. Próchniak, J. Sadkowska (red.), <i>Zarządzanie rozwojem przedsiębiorstwa: perspektywa nauki i praktyki gospodarczej</i>, tom 2, Wydawnictwo Uniwersytetu Gdańskiego, Gdańsk 2020 (s. 21-40).
	eResources addresses	Adresy na platformie eNauczanie:
Example issues/ example questions/ tasks being completed		
Work placement	Not applicable	

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