

Subject card

Subject name and code	Basics of business, PG_00156068						
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	full-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 Joanna Próchniak				
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	30.0	30.0	0.0	0.0	0.0	60
	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	60		4.0		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_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
	[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_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_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_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_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_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_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

	Course outcome	Subject outcome	Method of verification
	[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
Subject contents	Lectures • The essence of an enterprise Founding decisions and organizational and legal conditions Production, service and commercial activities - specifics • Resources of the enterprise • Business environment • Life cycles in economics (product, technology, enterprise, industry) • Development of the enterprise and its paths • Risk and crisis situations in business • Quality and business improvement • Competitiveness of the enterprise • Innovation in the enterprise • Globalization and internationalization • Cultural determinants of business • Ethics in business Evaluation of enterprise activity Exercises: • Entrepreneurial attitudes • Selection of organizational and legal forms • Management of core business according to the business sector • Management of tangible assets • Management of intangible assets • Analysis of the business environment • Ways to develop different businesses (case study) • Identification of risks in business • Quality management in business • Business plan - development planning • Analysis of sources of innovation • Cascading strategies - area strategies • Analysis of cultural problems in business • Cases of unethical behavior in business • Economic-financial measurement of business results		
Prerequisites and co-requisites	None		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
		51.0%	50.0%
	Written test	51.0%	50.0%
Recommended reading	Basic literature	Brak	
	Supplementary literature	Brak	
	eResources addresses	Adresy na platformie eNauczanie:	
Example issues/ example questions/ tasks being completed			
Work placement	Not applicable		

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