

## Subject card

|                                             |                                                                                                                                                                                                                                                                                                          |                                                          |                                         |                                     |                                                                                                                                                         |            |     |
|---------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------|-----------------------------------------|-------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------|------------|-----|
| Subject name and code                       | Business creativity, PG_00080836                                                                                                                                                                                                                                                                         |                                                          |                                         |                                     |                                                                                                                                                         |            |     |
| Field of study                              | Chemical Business                                                                                                                                                                                                                                                                                        |                                                          |                                         |                                     |                                                                                                                                                         |            |     |
| Date of commencement of studies             | October 2025                                                                                                                                                                                                                                                                                             |                                                          | Academic year of realisation of subject |                                     | 2025/2026                                                                                                                                               |            |     |
| Education level                             | Bachelor's studies                                                                                                                                                                                                                                                                                       |                                                          | Subject group                           |                                     | Obligatory subject group in the field of study<br>Humanistic-social subject group<br>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                           | 2                                                                                                                                                                                                                                                                                                        |                                                          | ECTS credits                            |                                     | 2.0                                                                                                                                                     |            |     |
| Learning profile                            | academic                                                                                                                                                                                                                                                                                                 |                                                          | Assessment form                         |                                     | credit                                                                                                                                                  |            |     |
| Conducting unit                             | Department of Macroeconomics -> Faculty of Economics -> Rector                                                                                                                                                                                                                                           |                                                          |                                         |                                     |                                                                                                                                                         |            |     |
| Name and surname of lecturer (lecturers)    | Subject supervisor                                                                                                                                                                                                                                                                                       |                                                          | dr Andrzej Poszewiecki                  |                                     |                                                                                                                                                         |            |     |
|                                             | Teachers                                                                                                                                                                                                                                                                                                 |                                                          |                                         |                                     |                                                                                                                                                         |            |     |
| Lesson types                                | Lesson type                                                                                                                                                                                                                                                                                              | Lecture                                                  | Tutorial                                | Laboratory                          | Project                                                                                                                                                 | Seminar    | SUM |
|                                             | Number of study hours                                                                                                                                                                                                                                                                                    | 0.0                                                      | 30.0                                    | 0.0                                 | 0.0                                                                                                                                                     | 0.0        | 30  |
|                                             | 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                                                                                                                                                                                                                                                                                    | 30                                                       |                                         | 5.0                                 |                                                                                                                                                         | 15.0       | 50  |
| Subject objectives                          | The student is aware of the importance of behavior in professional life in an ethical manner and in accordance with the applicable law. E1_K08 The student is aware of the need to improve the acquired knowledge and the need to actively monitor changes in the field of intellectual property  E1_K08 |                                                          |                                         |                                     |                                                                                                                                                         |            |     |

| Learning outcomes | Course outcome                                                                                                                                                                                             | Subject outcome                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | Method of verification                  |
|-------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------|
|                   | [BCHINŻ_W12] Has basic knowledge of man as an entity creating economic structures in the chemical business and has elementary knowledge of the principles and motives of human action in these structures. | Student:<br><ul style="list-style-type: none"> <li>- has basic knowledge of small business management,</li> <li>- can replace the sources of financing a small enterprise,</li> <li>- indicates the characteristics of enterprising persons,</li> <li>- knows what the concept of knowledge management is all about,</li> <li>- knows the basic forms of motivating and evaluating personnel.</li> </ul>                                                                                                                                                                                                                                                                                        | [SW2] presentation/project/paper/report |
|                   | [BCHINŻ_W01] Describes the relationship between the economy and the functioning of the chemical industry.                                                                                                  | Student:<br><ul style="list-style-type: none"> <li>- has basic knowledge of small business management,</li> <li>- can replace the sources of financing a small enterprise,</li> <li>- indicates the characteristics of enterprising persons,</li> <li>- knows what the concept of knowledge management is all about,</li> <li>- knows the basic forms of motivating and evaluating personnel.</li> </ul>                                                                                                                                                                                                                                                                                        | [SW2] presentation/project/paper/report |
|                   | [BCHINŻ_W09] Describes the principles of creating and developing forms of individual entrepreneurship using knowledge of economics.                                                                        | Student:<br><ul style="list-style-type: none"> <li>- has basic knowledge of small business management,</li> <li>- can replace the sources of financing a small enterprise,</li> <li>- indicates the characteristics of enterprising persons,</li> <li>- knows what the concept of knowledge management is all about,</li> <li>- knows the basic forms of motivating and evaluating personnel.</li> </ul>                                                                                                                                                                                                                                                                                        | [SW2] presentation/project/paper/report |
|                   | [BCHINŻ_U11] Uses the acquired economic knowledge in undertaking independent business activities and resolving dilemmas of professional work.                                                              | Student is able to evaluate the creativity and communication competence of someone else's and their own actions; can indicate obstacles in creative thinking in the communication process; can independently search, verify and evaluate persuasive information and their impact on creativity. Student is able to analyze the problem and find the best strategy for the solution and to use interchangeably different strategies for developing creativity and creative action; can adapt the method to whether work takes place in a group or alone; can use the skills of interpersonal communication and communication in a group for the purpose of independent or group problem solving. | [SU2] presentation/project/paper/report |

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|                                 | Course outcome                                                                                                                                                                                                                                                      | Subject outcome                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | Method of verification                  |
|                                 | [BCHINŻ_K06] Is familiar with the general principles of creating and operating forms of individual entrepreneurship.                                                                                                                                                | Student is able to effectively participate in the implementation and implementation of group project tasks regarding the functioning of modern business entities.<br>Student is able to solve problems in a creative way and adapt creative and communication techniques to the specifics of the task; can take individual and social roles and communication styles to engage in entrepreneurial and creative activities.                                                                                                                                                                                                                                                                         | [SK2] presentation/project/paper/report |
|                                 | [BCHINŻ_U12] Is able to participate in the analyses and evaluation of alternative solutions to economic problems and choose methods and instruments to rationally resolve them.                                                                                     | Student is able to evaluate the creativity and communication competence of someone else's and their own actions; can indicate obstacles in creative thinking in the communication process; can independently search, verify and evaluate persuasive information and their impact on creativity.<br>Student is able to analyze the problem and find the best strategy for the solution and to use interchangeably different strategies for developing creativity and creative action; can adapt the method to whether work takes place in a group or alone; can use the skills of interpersonal communication and communication in a group for the purpose of independent or group problem solving. | [SU2] presentation/project/paper/report |
| Subject contents                | <p>1. Creativity in business<br/>2. Conduct in creative problem solving<br/>3. Barriers to creativity<br/>4. Creative techniques:- fish diagram,- de Bono's six thinking hats,- heuristic techniques (brainstorming, method 635, 666),- morphological analysis.</p> |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                                         |
| Prerequisites and co-requisites |                                                                                                                                                                                                                                                                     |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                                         |
| Assessment methods and criteria | Subject passing criteria                                                                                                                                                                                                                                            | Passing threshold                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | Percentage of the final grade           |
|                                 | Project                                                                                                                                                                                                                                                             | 50.0%                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | 100.0%                                  |
| Recommended reading             | Basic literature                                                                                                                                                                                                                                                    | <p>A.1. used during classes<br/>Lecture materials (lecture slides)<br/>A.2. studied independently by the student</p> <p>1) E. Nęcka, J. Orzechowski, A. Słabosz, B. Szymura, Trening twórczości, Wyd. GWP, Gdańsk 2008</p> <p>2) E. Nęcka, Psychologia twórczości, Wyd. GWP, Gdańsk 2003</p>                                                                                                                                                                                                                                                                                                                                                                                                       |                                         |

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|----------------------------------------------------------------|--------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                                                                | Supplementary literature | <p>1) J. D. Antoszkiewicz, Metody heurystyczne. Twórcze rozwiązywanie problemów, PWE, Warszawa 1990</p> <p>2) Z. Mikołajczyk, Techniki organizatorskie w rozwiązywanie procesów zarządzania, PWN, Warszawa 1999</p> <p>3) T. Proctor, Twórcze rozwiązywanie problemów, Wyd. GWP, Gdańsk 2002</p> <p>4) K. Szmidt, Trening kreatywności, Wyd. Helion, Gliwice 2008</p> <p>5) A. Poszewiecki, Feniks z popiołów, w: Przedsiębiorczość intelektualna i technologiczna XXI wieku, red. M. Bąk, P. Kulawczuk, KIG, Warszawa 2009</p> |
|                                                                | eResources addresses     |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| Example issues/<br>example questions/<br>tasks being completed |                          |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| Work placement                                                 | Not applicable           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |

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