University of Gdańsk

Subject card

Subject name and code	Starting and the leadership of economic activity. Business plan (lecture), PG_00167791		
Field of study	Sightseeing and Historical Tourism		
Date of commencement of studies	October 2025	Academic year of realisation of subject	2025/2026
Education level	Master's studies	Subject group	Obligatory subject group in the field of study Humanistic-social subject group
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	2.0
Learning profile	academic	Assessment form	credit
Conducting unit			
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	15.0	0.0	0.0	0.0	0.0	15

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	15	2.0	35.0	52

Subject objectives

To acquire a structured knowledge of the organizational and legal aspects of the operation of enterprises in light of current legislation and business practice.Understand the differences between the various legal and organizational forms of enterprises with consideration of the tourism marketTo acquire knowledge of designing a business venture (business plan), registering an enterprise, and then its operation and development taking into account the different legal forms and the division of responsibilities and competencies of the bodies of these entities.

Learning outcomes

Course outcome	Subject outcome	Method of verification
[KiTHMU2_K02] Recognises the importance of knowledge in solving cognitive and practical problems, is ready to consult experts in case of difficulties with solving a problem on their own	Builds his knowledge and solves group cognitive problems in the area of business operations and entrepreneurial attitudes	[SK2] presentation/project/paper/ report
[KiTHMU2_K05] Can think and act in an entrepreneurial manner	Able to think through and design the project assumptions or business model assumptions of a tourism venture	[SK2] presentation/project/paper/ report
[KiTHMU2_W04] Has an in-depth knowledge of selected issues in the field of disciplines to which the field of study is assigned	Knows and understands the problems of business operation and entrepreneurial development	[SW4] test/exam - oral or written [SW2] presentation/project/paper/ report
[KiTHMU2_U05] Correctly uses the professional terminology appropriate for the disciplines to which the field of study is assigned, both orally and in writing	Uses terminology correctly in the legal and organizational forms of enterprises	[SU2] presentation/project/paper/ report [SU4] test/exam - oral or written
[KiTHMU2_W09] Knows and understands in depth selected issues related to the functioning of the tourism market and various forms of entrepreneurship in tourism	Knows and understands the differences between the various legal forms of enterprises	[SW4] test/exam - oral or written

Subject contents

- Entrepreneurship, start-up, enterprise
- Business design
- Formal registration and design of business activities of enterprises
- Legal aspects of various forms of enterprises (commercial companies)
- Organization of capital companies
- Publicly available registration documents of companies and their reports (National Court Register)
- Paths of enterprise development

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%
project	51.0%	50.0%

Recommended reading

Basic literature	-
Supplementary literature	-
eResources addresses	

Example issues/ example questions/ tasks being completed

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Work placement

Not applicable

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