

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	-		
Work placement	Not applicable		

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