

Subject card

Subject name and code	Business creativity, PG_00080836						
Field of study	Chemical Business						
Date of commencement of studies	October 2026		Academic year of realisation of subject		2026/2027		
Education level	Bachelor's studies		Subject group		Obligatory subject group in the field of study Humanistic-social subject group 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_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. 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
	[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. 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_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
	[BCHINŻ_W09] Describes the principles of creating and developing forms of individual entrepreneurship using knowledge of economics.	Student: - has basic knowledge of small business management, - can replace the sources of financing a small enterprise, - indicates the characteristics of enterprising persons, - knows what the concept of knowledge management is all about, - knows the basic forms of motivating and evaluating personnel.	[SW2] presentation/project/paper/report

	Course outcome	Subject outcome	Method of verification
	[BCHINŻ_W01] Describes the relationship between the economy and the functioning of the chemical industry.	Student: - has basic knowledge of small business management, - can replace the sources of financing a small enterprise, - indicates the characteristics of enterprising persons, - knows what the concept of knowledge management is all about, - knows the basic forms of motivating and evaluating personnel.	[SW2] presentation/project/paper/report
	[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: - has basic knowledge of small business management, - can replace the sources of financing a small enterprise, - indicates the characteristics of enterprising persons, - knows what the concept of knowledge management is all about, - knows the basic forms of motivating and evaluating personnel.	[SW2] presentation/project/paper/report
Subject contents	1. Creativity in business 2. Conduct in creative problem solving 3. Barriers to creativity 4. Creative techniques:- fish diagram,- de Bono's six thinking hats,- heuristic techniques (brainstorming, method 635, 666),- morphological analysis.		
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	A.1. used during classes Lecture materials (lecture slides) A.2. studied independently by the student 1) E. Nęcka, J. Orzechowski, A. Słabosz, B. Szymura, Trening twórczości, Wyd. GWP, Gdańsk 2008 2) E. Nęcka, Psychologia twórczości, Wyd. GWP, Gdańsk 2003	

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

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