University of Gdańsk

Subject card

Subject name and code	Business Basics (Lecture), PG_00183855						
Field of study	Sightseeing and Historical Tourism						
Date of commencement of studies	October 2026		Academic year of realisation of subject	2026/2027			
Education level	Master's studies		Subject group	Obligatory subject group 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	2.0			
Learning profile	academic		Assessment form	exam			
Conducting unit	Department of Strategic Development and Quality Science -> Faculty of Management -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		dr Jędrzej Siciński				
	Teachers						
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	33.0	50

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_W04] Has in-depth knowledge of selected issues in the field of history and science of management and quality	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 professional terminology in speech and writing appropriate to the disciplines of history, management and quality sciences.	Uses terminology correctly in the legal and organizational forms of enterprises	[SU2] presentation/project/paper/ report [SU4] test/exam - oral or written
[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_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

Assessment methods and criteria

Subject passing criteria	Passing threshold	Percentage of the final grade
project	51.0%	50.0%
written test	51.0%	50.0%

Recommended reading

Basic literature	Zarządzanie rozwojem Przedsiębiorstwa. Interaktywny podręcznik z zakresu zarządzania. Repozytorium case study dla studentów, Wydawnictwo Uniwersytetu Gdańskiego, Gdańsk 2020 J. K. Bielecki, L. Pawłowicz (red.), Zarządzanie wartością spółki kapitałowej. Podręcznik akademicki, CeDeWu, Warszawa 2012
Supplementary literature	Legal Acts: Entrepreneurs' Law Act Commercial Companies Code National Court Register
eResources addresses	

Example issues/ example questions/ tasks being completed

Topics will be selected each time for a given group of students.

Work placement

Not applicable

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