University of Gdańsk

Subject card

Subject name and code	Business Plan as Tool in Logistics Activities, PG_00199360		
Field of study	Economics		
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 Optional 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	3.0
Learning profile	academic	Assessment form	credit
Conducting unit	Department of Transport Economics -> Faculty of Economics -> Rector		
Name and surname of lecturer (lecturers)	Subject supervisor	dr hab. Barbara Pawłowska	
	Teachers	dr hab. Barbara Pawłowska dr Elżbieta Adamowicz	

Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	0.0	30.0	0.0	30.0	0.0	60
	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	60	0.0	15.0	75

Subject objectives	Introduction of the student to the principles of enterprise functioning and methods of analyzing the financial situation of the enterprise. The student learns the methods and tools for modeling phenomena and processes that determine the company's operations and completes the proposed financial model. Particular attention will be given to the inclusion of logistic processes within the enterprise.

Learning outcomes

Course outcome	Subject outcome	Method of verification
[EKONMU2_W07] has an in-depth knowledge of economic and financial principles governing the functioning and management of economic entities and organisations, as well as of systems of legal, organisational, professional, moral and ethical norms and rules organising public structures and institutions, both in the national and international spheres	The student has an in-depth knowledge of the economic and financial principles of functioning and managing entities and economic organizations, as well as the systems of legal, organizational, professional, moral, and ethical norms and rules that organize public structures and institutions, to be considered when constructing a business plan.	[SW1] oral statement/ conversation/discussion [SW2] presentation/project/paper/ report
[EKONMU2_K02] is aware of the level of their knowledge in the area of solving complex problems in economic,; understands the need to extend and update this knowledge throughout his/her life	The student is aware of the level of their knowledge in the field of economics and understands the need to deepen and update this knowledge throughout their life in the areas addressed in the business plan.	[SK1] oral statement/conversation/ discussion
[EKONMU2_U14] can appropriately identify priorities and plan and organise tasks related to their implementation, as well as monitor and assess progress	The student is capable of appropriately setting priorities and planning and organizing tasks related to creating a business plan, as well as monitoring and evaluating progress. Project sessions are included in the course schedule, and the dates and locations of consultations are published on the University of Gdańsk website. Doubts arising during the problem-solving stage are addressed during consultations.	[SU1] oral statement/conversation/ discussion [SU2] presentation/project/paper/ report
[EKONMU2_U06] can practically apply various forms and range of acquired knowledge in economics, finance and management, supplementing it with an independent critical analysis of its efficiency and usefulness	The student is able to apply various forms and areas of knowledge acquired in economics, finance, and management when preparing a business plan, complementing this knowledge with an independent critical analysis of its effectiveness and usefulness. The student also consults the assumptions and progress of the business plan with the course instructor during consultations and project sessions. Project sessions are included in the course schedule, and the dates and locations of consultations are published on the University of Gdańsk website.	[SU2] presentation/project/paper/ report
[EKONMU2_U15] can independently expand and improve acquired knowledge and skills in economics; is open to new ideas and techniques; tends to learn using any accessible method and to interact with other participants of the learning process	The student is capable of independently supplementing and refining their acquired economic knowledge and skills, is open to new ideas and techniques, has a propensity for learning through any method, and is inclined to interact with other participants while working on creating a business plan. Any doubts and detailed issues are discussed with the course instructor during consultations and project sessions. Project sessions are included in the course schedule, and the dates and locations of consultations are published on the University of Gdańsk website.	[SU1] oral statement/conversation/ discussion [SU2] presentation/project/paper/ report [SU5] implementation of a problem task
[EKONMU2_W05] has a knowledge of the human being as a manufacturer and consumer and has a knowledge of the human being as a creator of culture and social structures	The student has advanced knowledge about humans as producers and consumers, and expanded knowledge about humans as creators of culture and social structures, which can be utilized when creating a business plan.	[SW2] presentation/project/paper/ report

Course outcome	Subject outcome	Method of verification
[EKONMU2_W11] knows the detailed principles of establishing and developing forms of individual entrepreneurship, using the knowledge of economics, finance and management sciences	The student knows the detailed principles of creating a business plan, utilizing knowledge from the fields of economics, finance, and management sciences.	[SW2] presentation/project/paper/ report
[EKONMU2_K04] is ready to think and act in an entrepreneurial manner; adapts to new situations and conditions; undertakes challenges of creative thinking; acquires resilience to failures; can assess risks and threats and find ways of counteracting their effects	The student is ready to think and act entrepreneurially; adapts to new situations and conditions and incorporates them into the constructed business plan. They can assess risks and threats and find ways to mitigate their effects.	[SK2] presentation/project/paper/ report
[EKONMU2_K05] correctly identifies, diagnoses and solves advanced dilemmas and alternative solutions related to the profession	The student correctly identifies, diagnoses, and resolves dilemmas that arise when writing a business plan, and considers various solution options.	[SK1] oral statement/conversation/ discussion [SK2] presentation/project/paper/ report

Subject contents

1. Discussion of the substantive requirements for a proper business plan - main components, formal and technical requirements of the document.
2. Gathering basic knowledge of financial and economic analysis to be used in classes; presenting the assumptions of the case study method to create a model enterprise.
3. Developing the financial plan for Company X in a spreadsheet: calculating basic data for the financial plan in Excel based on information provided by the instructor; preparing the company's income statement and balance sheet in Excel; preparing the cash flow statement.
4. Evaluating project effectiveness and conducting sensitivity analysis.

5. Preparing the business plan for Company X:

- preparing information on the company's profile and scope of operations;
- preparing the technical and organizational plan;
- setting the strategic plan of the enterprise - main goal, sub-goals, mission, and vision of the company;
- developing the marketing plan;
- preparing the financial plan of the enterprise - interpreting data and financial statements.

6. Preparing the business plan presentation in PowerPoint;

7. Individual presentations of business plans, evaluation, and discussion of the business plans.

Any doubts regarding the issues discussed during classes can be discussed during consultations.

Prerequisites and co-requisites

Proficiency in Excel and PowerPoint. Basic knowledge of business operations in the market and financial analysis.

Assessment methods and criteria

Subject passing criteria	Passing threshold	Percentage of the final grade
The final grade consists of: developing the business plan - 20 points, presenting the assumptions of the business plan - 10 points, and class participation - from 0 to 5 points.	51.0%	100.0%

Recommended reading

Basic literature

1. Finch B., Jak napisać biznesplan: zyskaj wsparcie i pieniądze na realizację swoich przedsięwzięć, Lingea, Kraków 2021.
2. Korczyn, A., Jak opracować biznesplan?: poradnik metodyczny dla przedsiębiorców, Wydawnictwo Sigma, Skierniewice 2013.
3. K. Opolski, K. Waśniewski: Biznesplan. Jak go budować i analizować? CeDeWu Sp. z o.o., Warszawa 2021.

	Supplementary literature	1. Biznes Plan. Poradnik opracowany w Katedrze Ekonomiki Transportu.(materiał w formie elektronicznej) 2. Ciechan-Kujawa, M., Biznes plan: standardy i praktyka, Dom Organizatora, Toruń 2007. 3. Kevan W., Biznesplan: co trzeba wiedzieć i zrobić, aby stworzyć doskonały plan, PWE, Warszawa 2012. 4. Podręcznik z zakresu analizy finansowej 5. https://www.pfp.com.pl/o-nas/zakonczone-projekty/kobiety-na-zachodniopomorskim-rynku-pracy/jak-napisac-biznes-plan
	eResources addresses	
Example issues/ example questions/ tasks being completed	During the consultations, students will be able to discuss the details of their project implementation, clarify any doubts related to specific parts of the business plan such as market analysis, cost structure, marketing strategy, or financial forecasts as well as raise any current issues they may be facing.	
Work placement	Not applicable	

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