University of Gdańsk

Subject card

Subject name and code	The Basics of a Business - laboratory classes , PG_00201097		
Field of study	Marine Hydrography		
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
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	practical	Assessment form	credit
Conducting unit	Division of Spatial Studies -> Institute of Socio-Economic Geography and Spatial Management -> Faculty of Social Sciences -> Rector		
Name and surname of lecturer (lecturers)	Subject supervisor	dr Grażyna Chaberek-Kałużniak	
	Teachers		

Lesson types

Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
Number of study hours	0.0	0.0	25.0	0.0	0.0	25

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	25	2.0	23.0	50

Subject objectives

To provide the basic knowledge and skills to function effectively in a business environment and develop an entrepreneurial attitude. Theoretical and practical application of habits of effective action, managing oneself in time. Elementary preparation for self-employment.

Learning outcomes

Course outcome	Subject outcome	Method of verification
[HML3-W18] knows and understands key principles of creation and development of various forms of entrepreneurship, including the principles of effective organisation and coordination of work	knows and lists the basic forms of business activity, the basic steps involved in starting a business, and the development of habits and best practices for self-management over time; knows the basic legal acts regulating business activity in Poland and the basic mechanisms of a market economy	[SW1] oral statement/ conversation/discussion [SW5] implementation of a problem task
[HML3-K03] is ready to apply economic and legal conditions in the aspect of professional activity related to the field of study	is ready to apply economic and legal principles to professional activities related to the work of a hydrographer	[SK1] oral statement/conversation/ discussion [SK5] implementation of a problem task [SK8] observation of student's independent or team work
[HML3-U08] is able to independently use the professional literature available in traditional and electronic form, make an assessment, critical analysis and synthesis as well as the correct interpretation of the information obtained	is able to search for industry information and conduct market research using available online sources	[SU1] oral statement/conversation/ discussion [SU3] text preparation/written work [SU5] implementation of a problem task

<table>
<tr><td>Subject contents</td><td>Class 1: Introduction + The concept of entrepreneurship + Why do I "pre-buy" something? + Entrepreneurial person on the job market

Class 2: The world of ideas (designing your life) + Business plan + Formal and legal aspects of entrepreneurship + Entrepreneurial finances

Class 3: Brand and persona + Marketing mix + Market and its determinants

Class 4: Cooperation and competitive advantage (GRA)

Class 5: Profiles of entrepreneurs + Game for Profit</td></tr>
<tr><td>Prerequisites and co-requisites</td><td></td></tr>
<tr><td>Assessment methods and criteria</td><td>
<table>
<tr><th>Subject passing criteria</th><th>Passing threshold</th><th>Percentage of the final grade</th></tr>
<tr><td>Worksheets</td><td>51.0%</td><td>50.0%</td></tr>
<tr><td>Interview with an entrepreneur</td><td>51.0%</td><td>50.0%</td></tr>
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</td></tr>
<tr><td>Recommended reading</td><td>
<table>
<tr><td>Basic literature</td><td>Glinka B., Gudkova S., Przedsiębiorczość, Oficyna a Wolters Kluwer business, Warszawa 2011
Matejun M., Zarządzanie małą i średnią firmą w teorii i ćwiczeniach, Difin, Warszawa 2012
Mućko P., Sokół A., Jak założyć i prowadzić działalność gospodarczą w Polsce i w wybranych krajach europejskich, CEDEWU, Wydanie IX, Warszawa 2018

Chaberek-Karwacka, G., 2013, Kształtowanie ścieżki kariery zawodowej zgodnie z zamiłowaniami głęboko zakorzenionymi w świadomości, w. Bizon, W., Poszewiecki, A. (red.) Efektywność innowacyjnych narzędzi dydaktycznych w procesach kształtowania postaw przedsiębiorczych. Gdańsk: Wydawnictwo UG

Kelley, T., Kelley, D., 2019, Twórcza odwaga. Otwórz się na Design Thinking. Warszawa: MT Biznes
Burnett, B., Evans, D., 2017, Dobrze zaprojektowane życie. Przełomowa metoda nauczania na Uniwersytecie Stanforda. Łódź: Galaktyka

M. Wieczorek, Nawyki 2.0, Wydawnictwo Expertia, wyd. 3</td></tr>
<tr><td>Supplementary literature</td><td>Drucker P., Innowacja i przedsiębiorczość. Praktyka z zasady, PWE, Warszawa 1992
Ignaciuk E., Umowy cywilnoprawne a bezpieczeństwo podmiotów rynku pracy, [w:] Zachowania rynkowe przedsiębiorstw w teorii i praktyce gospodarczej, pod red. B. Majeckiej i M. Jarockiej, Polskie Towarzystwo Ekonomiczne, Oddział w Gdańsku, Gdańsk 2015, s. 154-169
Ignaciuk E., Machowska-Okrój S., Przedsiębiorczość jako czynnik rozwoju społeczno-gospodarczego, Zeszyty Naukowe Uniwersytetu Gdańskiego, Studia i Materiały Instytutu Transportu i Handlu Morskiego 2016, nr 13, s.171-192
Ignaciuk E., Kiwak W., Społeczno-ekonomiczne konsekwencje naruszania równowagi między pracą i życiem osobistym, [w:] Bezpieczeństwo zdrowotne ujęcie interdyscyplinarne, pod red. I. Babetsa i H. Marka, Wydawnictwo Wyższej Szkoły Bezpieczeństwa, Poznań 2016, s.37-47
Harvard Business Review Polska
Forbes

Gazeta Prawna</td></tr>
<tr><td>eResources addresses</td><td></td></tr>
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<tr><td>Example issues/ example questions/ tasks being completed</td><td>The student will be encouraged to fill in a work sheet during the course, which will enable the practical implementation of the content given during the lecture part of the course, the student will have the opportunity to work in groups on a business case study and play educational games on entrepreneurial qualities.</td></tr>
<tr><td>Work placement</td><td>Not applicable</td></tr>
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