

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-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		
	[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		

Subject contents	<p>Class 1: Introduction + The concept of entrepreneurship + Why do I "pre-buy" something? + Entrepreneurial person on the job market</p> <p>Class 2: The world of ideas (designing your life) + Business plan + Formal and legal aspects of entrepreneurship + Entrepreneurial finances</p> <p>Class 3: Brand and persona + Marketing mix + Market and its determinants</p> <p>Class 4: Cooperation and competitive advantage (GRA)</p> <p>Class 5: Profiles of entrepreneurs + Game for Profit</p>											
Prerequisites and co-requisites												
Assessment methods and criteria	<table border="1"> <thead> <tr> <th data-bbox="456 595 794 622">Subject passing criteria</th> <th data-bbox="799 595 1137 622">Passing threshold</th> <th data-bbox="1142 595 1481 622">Percentage of the final grade</th> </tr> </thead> <tbody> <tr> <td data-bbox="456 629 794 656">Worksheets</td> <td data-bbox="799 629 1137 656">51.0%</td> <td data-bbox="1142 629 1481 656">50.0%</td> </tr> <tr> <td data-bbox="456 663 794 689">Interview with an entrepreneur</td> <td data-bbox="799 663 1137 689">51.0%</td> <td data-bbox="1142 663 1481 689">50.0%</td> </tr> </tbody> </table>			Subject passing criteria	Passing threshold	Percentage of the final grade	Worksheets	51.0%	50.0%	Interview with an entrepreneur	51.0%	50.0%
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Interview with an entrepreneur	51.0%	50.0%										
Recommended reading	<p>Basic literature</p>	<p>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</p> <p>Chaberek-Karwacka, G., 2013, Kształtowanie ścieżki kariery zawodowej zgodnie z zamiłowaniem głęboko zakorzenionym w świadomości, w: Bizon, W., Poszewiecki, A. (red.) Efektywność innowacyjnych narzędzi dydaktycznych w procesach kształtowania postaw przedsiębiorczych. Gdańsk: Wydawnictwo UG</p> <p>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</p> <p>M. Wieczorek, Nawyki 2.0, Wydawnictwo Expertia, wyd. 3</p>										
	<p>Supplementary literature</p>	<p>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</p> <p>Gazeta Prawna</p>										
	eResources addresses											
Example issues/ example questions/ tasks being completed	<p>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.</p>											
Work placement	Not applicable											

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