University of Gdańsk

Subject card

Subject name and code	Business in Aquaculture – Case Study - seminar, PG_00201254						
Field of study	Aquaculture – Business And Technology						
Date of commencement of studies	October 2026		Academic year of realisation of subject		2028/2029		
Education level	Bachelor's studies		Subject group		Obligatory subject group in the field of study Subject group related to practical vocational preparation		
Mode of study	full-time studies		Mode of delivery		at the university		
Year of study	3		Language of instruction		Polish		
Semester of study	6		ECTS credits		2.0		
Learning profile	practical		Assessment form		credit		
Conducting unit							
Name and surname of lecturer (lecturers)	Subject supervisor		prof. dr hab. inż. Konrad Ocalewicz				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	30.0	0.0	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		2.0		18.0	50
Subject objectives	The aim of the course is to provide students with knowledge about the functioning of business ventures undertaken in the sector aquaculture. The classes will be conducted by business practitioners in the field of breeding and processing of aquaculture products.						

Learning outcomes

Course outcome	Subject outcome	Method of verification
[AKWAL3-U07] can come to the right conclusions on the basis of available data	Is able to use the acquired knowledge - formulate and solve problems and perform tasks typical for the aquaculture business area.	[SU1] oral statement/conversation/ discussion [SU3] text preparation/written work
[AKWAL3-U14] can independently plan and initiate their lifelong learning	the student is able to plan and initiate the acquisition of knowledge in the field of his/her professional and non-professional interests	[SU1] oral statement/conversation/ discussion [SU8] observation of student's independent or team work
[AKWAL3_W10] knows and understands the general principles of creation and development of forms of individual entrepreneurship, using knowledge from the fields of science and scientific disciplines, relevant to aquaculture	knows and understands the basic economic, legal, ethical and other conditions of professional activity related to aquaculture, including basic concepts and principles in the field of industrial property protection and copyright. knows and understands the basic principles of creating and developing various forms of entrepreneurship in the aquaculture sector	[SW2] presentation/project/paper/ report
[AKWAL3-K06] is ready to think and act in an entrepreneurial manner in terms of actions taken, including social initiatives, cooperation for environmental sustainability and sustainable development	Is ready to think and act in an entrepreneurial way.	[SK1] oral statement/conversation/ discussion [SK3] text preparation/written work
[AKWAL3_W11] knows and understands the key concepts and principles of industrial property protection and copyright law	Knows and understands the basic economic, legal, ethical and other conditions of various types of professional activity related to the field of study, including basic concepts and principles in the field of industrial property protection and copyright.	[SW3] text preparation/written work

Subject contents

A. Various case studies that took place in selected aquaculture companies will be discussed and analyzed. Instructor of the classes practitioners will present students with scenarios of business strategy and behavior. The topics covered will include, among others: topics: A1. marketing of aquaculture products, A2. cost-benefit analysis, A3. technology costs, A4. introducing aquaculture products to the market, A5. other topics related to running a business suggested by the presenters.

Prerequisites and co-requisites

Assessment methods and criteria

Subject passing criteria	Passing threshold	Percentage of the final grade
project for credit	51.0%	100.0%

Recommended reading

Basic literature

Strategic planning in a modern company Ilona Penc-Pietrzak ed. Oficyna 2010 Blue Ocean Strategy W. Chan Kim, Renee Mauborgne ed. MT Business 2010 "Management Strategies" - Józef Penc - ed. Placet 2002 "Business MODEL - New strategic thinking" - Małgorzata Duczkowska-Piasecka - ed. Difin 2013 "Managing innovative activities" - Lidia Białoń - ed. Placet 2010 Innovation or Death Jack Collis ed. MT Business 2009 Improving your strategy Hervard Business Review ed. OnePress 2002 Company development strategies Zdzisław Pierścionek - ed. Scientific PWN - 1998 "Fair Trade - A Chance for All" - Joseph E. Stiglitz - ed. Scientific PWN 2007 "The Wandering World" - Grzegorz W. Kolodko - ed. Prószyński i S-ka 2008 "Capitalism and Freedom" - Milton Firedman - ed. OnePress 2018 Development Loops Jerzy Hausner ed. Scholar 2007 Principles of Effective Leadership Stephen R. Covey ed. Rebis 2012 "Analytical Intelligence in Business" - Thomas H. Davenport, Jeanne G. Harris - ed. MT Business 2013 "Psychology in management" - Teresa Rzepa - ed. AMP 2004 "Problems of personnel consulting" - Teresa Rzepa - ed. AMP 2002 Effective Leadership Harvard Business Review ed. OnrPress 2007 "Effective people management" - Mark Thomas - ed. Oficyna 2010

	Supplementary literature	A world to remake Witold M. Orłowski ed. Agora S.A. 2011 "The world that has gone mad" - Witold M. Orłowski - ed. Agora S.A. 2008 "Horrible New World" - George Soros - ed. Świat Książki 2006 Globalization Joseph E. Stiglitz ed. Scientific PWN 2207 "A vision of fair globalization" - Joseph E. Stiglitz - ed. Scientific PWN 2207 "Psychology of coaching" - Ho Law, Sara Irleand, Zulfi Hussan - ed. Scientific PWN 2010 "The End of Man" - Francis Fukuyama - ed. Sign 2008 "Chasing Lost Time" - Wiltold M. Orłowski - ed. PWE 2010 Effective Manager Peter. F. Drucker ed. MT Business 2009 New Strategic Thinking Michel Robert ed. MT Business 2006 Strategy map () Joanna Świerk ed. Univ. Maria Skł-Curie 2009 Good Strategy, Bad Strategy Richard P. Rumelt ed. MT Business 2011 "Toyota Culture" - Jeffrey K. Liker, Michael Hoseus - ed. MT Business 2009. The future of food and agriculture Alternative pathways to 2050 FAO 2018 The state of food security and nutrition in the world FAO 2020 PROGRESS TOWARDS DEVELOPMENT OF THE PROGRESSIVE MANAGEMENT PATHWAY FOR IMPROVING AQUACULTURE BIOSECURITY FAO 2019 BIODIVERSITY FOR FOOD AND AGRICULTURE AND ECOSYSTEM SERVICES FAO 2020 The state of world fisheries and aquaculture FAO 2020 Strategic guidelines for the sustainable development of aquaculture in the EU European Commission 2013 "Economic Report of the EU Aquaculture sector" - European Commission 2018 THE EU FISH MARKET EUMOFA 2020 Strategy for the Sustainable Development of Intensive Aquaculture in Poland SPRŁ 2013 "KARP 2020 Strategy" IRŚ, FLAG 2013
	eResources addresses	
Example issues/ example questions/ tasks being completed		
Work placement	Not applicable	

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