

**Subject card**

<b>Subject name and code</b>	Fundamentals of Business Management - laboratory classes, PG_00201317						
<b>Field of study</b>	Aquaculture – Business And Technology						
<b>Date of commencement of studies</b>	October 2026	<b>Academic year of realisation of subject</b>				2027/2028	
<b>Education level</b>	Bachelor's studies	<b>Subject group</b>				Obligatory subject group in the field of study Humanistic-social subject group Subject group related to practical vocational preparation	
<b>Mode of study</b>	full-time studies	<b>Mode of delivery</b>				at the university	
<b>Year of study</b>	2	<b>Language of instruction</b>				Polish	
<b>Semester of study</b>	3	<b>ECTS credits</b>				2.0	
<b>Learning profile</b>	practical	<b>Assessment form</b>				credit	
<b>Conducting unit</b>							
<b>Name and surname of lecturer (lecturers)</b>	<b>Subject supervisor</b>		dr hab. Anna Dziadkiewicz				
	<b>Teachers</b>						
<b>Lesson types</b>	<b>Lesson type</b>	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	<b>Number of study hours</b>	0.0	0.0	30.0	0.0	0.0	30
	E-learning hours included: 0.0						
<b>Learning activity and number of study hours</b>	<b>Learning activity</b>	<b>Participation in didactic classes included in study plan</b>		<b>Participation in consultation hours</b>		<b>Self-study</b>	<b>SUM</b>
	<b>Number of study hours</b>	30		2.0		18.0	50
<b>Subject objectives</b>	Theoretical and practical knowledge of modern business management, including planning your own business (preparation of a business plan, knowledge of funding opportunities for a start-up from national and EU sources, etc.).						
<b>Learning outcomes</b>	<b>Course outcome</b>		<b>Subject outcome</b>		<b>Method of verification</b>		
	[AKWAL3-U12] can interact and work in a group, and assume different roles		is able to interact and work in a group to adjust roles within the company		[SU5] implementation of a problem task		
	[AKWAL3-K05] student is ready to appreciate the practical application of acquired knowledge		is ready to appreciate the practical application of the knowledge acquired in order to be able to set up and run a business in the future		[SK1] oral statement/conversation/discussion [SK2] presentation/project/paper/report		
	[AKWAL3-U08] can solve standard, atypical or complex problems on the basis of acquired knowledge and data sources		will be able to write a business plan and start a business based on their knowledge and data sources.		[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report		
<b>Subject contents</b>	Planning business activities based on a business plan that includes elements of strategic management, marketing, brand building, and obtaining various sources of financing.						
<b>Prerequisites and co-requisites</b>							
<b>Assessment methods and criteria</b>	<b>Subject passing criteria</b>		<b>Passing threshold</b>		<b>Percentage of the final grade</b>		
	Project / presentation		51.0%		100.0%		
<b>Recommended reading</b>	Basic literature		Documents prepared by the lecturer.				

	Supplementary literature	W.Griffin, Podstawy zarządzania organizacjami, PWN, Warszawa 2007.  Zarządzanie. Teoria i praktyka, pr. zbior. pod red. A. K. Kozłmińskiego i W. Piotrowskiego, PWN, Warszawa 2007.
	eResources addresses	
Example issues/ example questions/ tasks being completed	<p>1 Market and competition analysis</p> <ul style="list-style-type: none"> <li>• What are the main features of the aquaculture market in the selected region?</li> <li>• Who are the main competitors and what are their marketing strategies?</li> <li>• What are the demand trends and forecasts for the selected species?</li> </ul> <p>2 Operational plan and production management</p> <ul style="list-style-type: none"> <li>• Which farming technologies will be used and why?</li> <li>• What are the key steps in the production process?</li> <li>• What are the resource management challenges (e.g. water, feed)?</li> </ul> <p>3 Financial plan and economic forecast</p> <ul style="list-style-type: none"> <li>• What are the expected start-up and operating costs?</li> <li>• What are the expected sources of revenue?</li> <li>• What strategies can be used to minimise financial risks?</li> </ul>	
Work placement	Not applicable	

Document generated electronically. Does not require a seal or signature.