University of Gdańsk

Subject card

Subject name and code	Fundamentals of Business Management - laboratory classes, PG_00201317		
Field of study	Aquaculture – Business And Technology		
Date of commencement of studies	October 2026	Academic year of realisation of subject	2027/2028
Education level	Bachelor's studies	Subject group	Obligatory subject group in the field of study Humanistic-social subject group Subject group related to practical vocational preparation
Mode of study	full-time studies	Mode of delivery	at the university
Year of study	2	Language of instruction	Polish
Semester of study	3	ECTS credits	2.0
Learning profile	practical	Assessment form	credit
Conducting unit			
Name and surname of lecturer (lecturers)	Subject supervisor	dr hab. Anna Dziadkiewicz, prof. UG	
	Teachers		

Lesson types

Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
Number of study hours	0.0	0.0	30.0	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

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.).

Learning outcomes

Course outcome	Subject outcome	Method of verification
[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
[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-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

Subject contents

Planning business activities based on a business plan that includes elements of strategic management, marketing, brand building, and obtaining various sources of financing.

Prerequisites and co-requisites

Assessment methods and criteria

Subject passing criteria	Passing threshold	Percentage of the final grade
Project / presentation	51.0%	100.0%

Recommended reading

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. Koźmińskiego i W. Piotrowskiego, PWN, Warszawa 2007.
	eResources addresses	
Example issues/ example questions/ tasks being completed	1 Market and competition analysis • What are the main features of the aquaculture market in the selected region? • Who are the main competitors and what are their marketing strategies? • What are the demand trends and forecasts for the selected species? 2 Operational plan and production management • Which farming technologies will be used and why? • What are the key steps in the production process? • What are the resource management challenges (e.g. water, feed)? 3 Financial plan and economic forecast • What are the expected start-up and operating costs? • What are the expected sources of revenue? • What strategies can be used to minimise financial risks?	
Work placement	Not applicable	

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