University of Gdańsk

Subject card

Subject name and code	Fundamentals of Business Management - lecture, PG_00201318		
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	1.0
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	15.0	0.0	0.0	0.0	0.0	15

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	15	1.0	9.0	25

Subject objectives

The aim of the course is to provide students with the fundamental knowledge and practical skills necessary to effectively manage aquaculture businesses.

Learning outcomes

Course outcome	Subject outcome	Method of verification
[AKWAL3_W07] knows and understands the system of organization of work and management of teams in enterprises or scientific institutions	knows and understands the system of work organisation and management of human teams in commercial and non-commercial enterprises	[SW1] oral statement/ conversation/discussion [SW5] implementation of a problem task
[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 general principles for creating and running an individual entrepreneurship using interdisciplinary knowledge	[SW1] oral statement/ conversation/discussion [SW5] implementation of a problem task

<table>
<tr><td>Subject contents</td><td>1. Introduction to business management

2. Human resources management in a company

3 Strategic management in a company

4 Modern methods of business management

5. Marketing and public relations in business management

6. Sources of business funding</td></tr>
<tr><td>Prerequisites and co-requisites</td><td>Interest in entrepreneurial issues, commitment, conscientiousness.</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>Business plan / presentation</td><td>51.0%</td><td>100.0%</td></tr></table></td></tr>
<tr><td>Recommended reading</td><td><table><tr><td>Basic literature</td><td>Materials prepared by the lecturer.</td></tr><tr><td>Supplementary literature</td><td>Zarządzanie. Teoria i praktyka, pr. zbior. pod red. A. K. Koźmińskiego i W. Piotrowskiego, PWN, Warszawa 2007.</td></tr><tr><td>eResources addresses</td><td></td></tr></table></td></tr>
<tr><td>Example issues/ example questions/ tasks being completed</td><td>Risk analysis and management in an aquaculture enterprise:

• Describe the main risks involved in running an aquaculture enterprise.
• Outline risk management strategies that can be implemented to minimise their impact on the business.

Sustainability in aquaculture:

• Discuss the concept of sustainability in the context of aquaculture.
• Outline the methods and technologies that can be applied in an aquaculture enterprise to minimise the negative impact on the environment.

Marketing strategies for aquaculture products:

• Analyse the different marketing strategies that can be used to promote aquaculture products in the domestic and international market.
• Provide specific examples of marketing campaigns and their impact on sales of aquaculture products.</td></tr>
<tr><td>Work placement</td><td>Not applicable</td></tr>
</table>

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