University of Gdańsk

Subject card

Subject name and code	Business Design, PG_00204854						
Field of study	Economics						
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 Optional subject group Subject group related to scientific research in the field of study		
Mode of study	full-time studies		Mode of delivery		at the university		
Year of study	3		Language of instruction		Polish		
Semester of study	5		ECTS credits		3.0		
Learning profile	academic		Assessment form		credit		
Conducting unit							
Name and surname of lecturer (lecturers)	Subject supervisor		dr Joanna Krupska				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	0.0	30.0	0.0	15.0	0.0	45
	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	45		0.0		30.0	75
Subject objectives	1. To familiarize students with the subject of extended economics and the functions of finance in an enterprise 2. To familiarize students with patterns of structures and dynamics of changes in the assets and liabilities of an enterprise 3. Determining the auditor's ability to control the validity of incurring expenses and own costs enterprise and obtaining revenues from sales 4. Determining the determinants of financing the operating and investment activities of the enterprise 5. Determining the auditor's ability to control the operational and financial results of enterprises						

Learning outcomes

Course outcome	Subject outcome	Method of verification
[EKONL3_K03] participates in the preparation of economic and social projects, being able to reconcile legal, economic, ecological, political and social requirements	The student is able to properly plan and organize tasks related to their implementation	[SK2] presentation/project/paper/ report
[EKONL3_K02] is aware of the level of knowledge in the field of economics and understands the need to deepen and update this knowledge throughout life	The student acquires the skills to participate in the preparation of business plans	[SK2] presentation/project/paper/ report
[EKONL3_U06] uses the knowledge acquired in economics, finance and management to solve economic and social dilemmas arising in the professional context	knowledge of economics, finance and management to solve economic and social dilemmas arising in professional work	[SU2] presentation/project/paper/ report
[EKONL3_U02] is able to use the knowledge of theory and data to analyse concrete economic and social processes and phenomena and to analyse these phenomena using methods developed in economics, finance and management sciences	Assesses the usefulness of solutions used in the existing Business Plan and proposes them design improvements.	[SU2] presentation/project/paper/ report
[EKONL3_W06] has an advanced knowledge of selected methods and tools, including statistical and econometric techniques, for describing economic agents and structures as well as social institutions and the processes taking place in them	The student knows the method and tools for preparing a business plan	[SW2] presentation/project/paper/ report
[EKONL3_W02] has an advanced knowledge of the different types of existing business entities and organisations and public institutions	has basic knowledge of various types of existing entities and organizations economic and public institutions	[SW2] presentation/project/paper/ report
[EKONL3_W11] knows the general principles for the creation and development of forms of individual entrepreneurship, using knowledge of economics, finance and management sciences	The student knows methods supporting the development of individual entrepreneurship	[SW2] presentation/project/paper/ report
[EKONL3_U04] can predict and forecast the course of economic and social processes and phenomena	The student prepares a project in the form of a business plan using tools such as: among others exel	[SU2] presentation/project/paper/ report

Subject contents

Program content 1. Introduction to business design 2. Strategic planning 3. Time planning in business. Schedules: purpose, types, areas of use. Construction schedules 4. Space planning in business activity. Location planning 5. Technical plans 6. Planning the organizational structure of the enterprise 7. Marketing plans 8. Resource balancing

Prerequisites and co-requisites

Knowledge of:

- Economic analysis of enterprises

- Business science

Assessment methods and criteria

Subject passing criteria	Passing threshold	Percentage of the final grade
Project	60.0%	100.0%

Recommended reading

Basic literature	Business plan: Ewa Filar, Jerzy Skrzypek. Warszawa: Poltext, 2007
Supplementary literature	J. Liszek, J. Krupska, A. Miłosz, Ventures in the development of modern enterprises: strategy, management, financing , UG Publisher, Gdańsk 2021 Modern project management, ed. M.Trocki, PWE, Warsaw 2012 EU funds and the increase in the competitiveness of the SME sector - restrictions on applying for EU funds - with particular emphasis on including the Pomeranian ROP for 2014-2020 J. Krupska. in: Scientific Journals of the University of Economics and Social Sciences in Ostrołęka, 2018, vol. 11, Issue 28, P. 213

	eResources addresses	
Example issues/ example questions/ tasks being completed		
Work placement	Not applicable	

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