

Subject card

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| 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 | | | | | | |

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| Learning outcomes | Course outcome | Subject outcome | Method of verification |
| | [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_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_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_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_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 excel | [SU2] 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_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_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 | |
| 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 | |

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

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