University of Gdańsk

Subject card

Subject name and code	Running a Business - lecture, PG_00204917						
Field of study	Oceanography						
Date of commencement of studies	October 2026		Academic year of realisation of subject	2026/2027			
Education level	Master's studies		Subject group	Obligatory subject group in the field of study Humanistic-social subject group			
Mode of study	full-time studies		Mode of delivery	at the university			
Year of study	1		Language of instruction	Polish			
Semester of study	2		ECTS credits	2.0			
Learning profile	academic		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	30.0	0.0	0.0	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	Familiarization with the organizational and legal aspects related to starting and operating an enterprise.						

Learning outcomes

Course outcome	Subject outcome	Method of verification
[OCEANMU2-W10] knows and understands the principles of creating and developing forms of individual entrepreneurship using knowledge in the field of oceanography	knows and understands the basic principles of creating and developing forms of individual entrepreneurship using knowledge of management, including marketing, sales, accounting, legal bases and consumer trends	[SW2] presentation/project/paper/ report
[OCEANMU2-W04] has an in-depth understanding of the latest research trends in oceanography, as well as the possibilities for practical application of related achievements; evaluates their usefulness and limitations in solving scientific research problems, and critically analyzes and assesses their applicability	knows and understands in depth the latest trends in market research, as well as the possibilities of practical application of scientific achievements in running one's own business	[SW2] presentation/project/paper/ report
[OCEANMU2-U07] is able to communicate using various communication channels and techniques with specialists and non-specialists in the field of oceanographic issues	is able to communicate using various communication channels and techniques with specialists and non-specialists in the field of management issues	[SU1] oral statement/conversation/ discussion
[OCEANMU2-K06] is prepared to think and act in an entrepreneurial manner, and, based on their qualifications, to engage in the preparation or execution of professional tasks, as well as to initiate and carry out innovative activities	is ready to think and act in an entrepreneurial manner and, based on the qualifications he possesses, engage in the preparation or implementation of professional tasks	[SK1] oral statement/conversation/ discussion
[OCEANMU2-U12] can independently expand and update oceanographic knowledge when planning and developing a professional career, as well as motivates others to deepen their knowledge	is able to independently expand and update knowledge in the field of entrepreneurship, planning and developing one's own professional career and motivates others to deepen their acquired knowledge	[SU2] presentation/project/paper/ report

Subject contents

Companies and their environment
Business processes in companies
Human resources management
Marketing management
Strategic management
Corporate social responsibility (CSR) and sustainability
Creating a business plan

Prerequisites and co-requisites

Assessment methods and criteria

Subject passing criteria	Passing threshold	Percentage of the final grade
completing a term paper - project or presentation	51.0%	90.0%
in-class discussions and activies	51.0%	10.0%

Recommended reading

Basic literature	1. P. Antonowicz, E. Malinowska, J. Siciński, U. Zaremba, Przedsiębiorstwo w obliczu zmian społecznych, gospodarczych i technologicznych, Wyd. Aspra, Warszawa 2021. 2. Materials prepared by the lecturer during classes.
Supplementary literature	Various titles in the field of management, human resources management, finance, creating business plans, marketing, etc. Recommended publishers: SGH Publishing House, UG Publishing House, UE Publishing House in Poznań and Wrocław, PWN and PWE.
eResources addresses	

Example issues/ example questions/ tasks being completed

Work placement	Not applicable

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