University of Gdańsk

Subject card

Subject name and code	Enterprise Development Simulation (Business Plan), PG_00206622						
Field of study	Healthcare Management						
Date of commencement of studies	October 2027		Academic year of realisation of subject	2029/2030			
Education level	Bachelor's studies		Subject group	Obligatory subject group in the field of study Subject group related to practical vocational preparation			
Mode of study	full-time studies		Mode of delivery	at the university			
Year of study	3		Language of instruction	Polish			
Semester of study	6		ECTS credits	2.0			
Learning profile	practical		Assessment form	credit			
Conducting unit	Department of Organisation and Management -> Faculty of Management -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		dr hab. Jarosław Waśniewski, prof. UG				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	0.0	30.0	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		1.0	19.0	50	
Subject objectives	Familiarizing students with the types of healthcare entities operating in a market economy and acquiring skills in analysing conditions and developing development projects for healthcare entities.						

Learning outcomes

Course outcome	Subject outcome	Method of verification
[ZOZL3_U02] Can identify and analyse issues relating to the functioning of an organisation, particularly in the healthcare sector, the processes it undertakes and its relations with the external environment, and to propose appropriate solutions	Is able to identify and analyze problems in the functioning of healthcare entities and other organizations operating in a market economy and formulate solutions to support decision - making.	[SU2] presentation/project/paper/ report
[ZOZL3_U04] Can correctly select and properly apply methods and tools from the fields of management and quality sciences, as well as economics and finance, for the purposes of decision-making processes, particularly in relation to the healthcare sector	Has knowledge of the necessary research methods and current literature that can help in the process of analysis and synthesis of external and internal conditions.	[SU2] presentation/project/paper/ report
[ZOZL3_U03] Can obtain data from appropriately selected and verified sources and use this data to analyse and evaluate economic processes and phenomena, particularly those relating to the healthcare sector	Collects, analyzes and interprets appropriate sources and data, allowing him to achieve the goal of the work and prepare to solve the research problem in analysing conditions and developing development projects for healthcare entities.	[SU2] presentation/project/paper/ report
[ZOZL3_K03] Is prepared to think and act entrepreneurially and responsibly, initiating, coordinating, and participating in projects that benefit the community and the public interest, as well as the healthcare	Is able to use the collected theoretical material to solve the assumed work objective and research problem and is prepared to further deepen his/her knowledge and critically analyze it.	[SK2] presentation/project/paper/ report
[ZOZL3_W09] Knows and understands, to an advanced degree, the general principles governing the creation and development of traditional and modern forms of entrepreneurship, drawing on knowledge from the fields of management and quality sciences, economics and finance, and the specific characteristics of the healthcare sector	Use many sources allowing him to recognize the complexity of various issues, phenomena and problems related to the topic and scope of work operating in a market economy.	[SW2] presentation/project/paper/ report

Subject contents

- Program Content
- Distinguishing Features of Healthcare Facility Management
- Types of Healthcare Facility
- Institutions in the Healthcare Facility Environment
- Medical Manager Roles, Functions, Motivation, and Leadership Styles
- Strategic Planning
- Selected Management Concepts
- Overview of the Nature, Scope, and Components of a Business Plan-Based Planning Technique
- Nature, Objectives, and Functions of a Business Plan
- Business Plan Structure. Business Plan Evaluation Criteria
- Marketing Analyses in a Business Plan
- Strategic Plan
- Economic and Financial Analyses in a Business Plan
- Business Models
- Overview of the Nature of Management in Healthcare Facility Management Against the Background of the Existing Conditions
- Exercise Creating a Business Plan for a Selected Business, Incorporating the Components of the Management Process
- Practical Tips, Guidelines, and Project Discussion

Prerequisites and co-requisites

Knowledge of the basics of management, strategic management and financial management

Assessment methods and criteria

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

Recommended reading	Basic literature	• W. Kevan, Biznes plan, PWE Warszawa 2012 • J. Skrzypek, Biznesplan, Poltex, Warszawa 2010 • R.W. Griffin, Podstawy zarządzania organizacjami, Wydawnictwo naukowe PWN, Warszawa 2013 • K. Walhe, J. Smith, Zarządzanie w opiece zdrowotnej, Wolters & Kluwer Polska, Warszawa 2010 • J. Waśniewski, J. Strumiłło, R. Szawłowska, Projektowanie działalności podmiotów leczniczych, Wydawnictwo Uniwersytetu Gdańskiego, Gdańsk 2022
	Supplementary literature	• Tokarski, M. Tokarski, J. Wójcik, Biznes plan w praktyce, CeDeWu Warszawa 2010 • J. Waśniewski, J. Strumiłło, Koncepcje zarządzania podmiotami leczniczymi, Wydawnictwo Uniwersytetu Gdańskiego, Sopot 2020
	eResources addresses	
Example issues/ example questions/ tasks being completed		
Work placement	Not applicable	

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