University of Gdańsk

Subject card

Subject name and code	Starting and the leadership of economic activity. Business plan (classes), PG_00167941		
Field of study	Sightseeing and Historical Tourism		
Date of commencement of studies	October 2025	Academic year of realisation of subject	2025/2026
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	1	ECTS credits	2.0
Learning profile	academic	Assessment form	credit
Conducting unit			
Name and surname of lecturer (lecturers)	Subject supervisor	dr Jędrzej Siciński	
	Teachers	dr Jędrzej Siciński	

Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	0.0	15.0	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	4.0	35.0	54

Subject objectives	The main objective of the practical part of the course is to gain practical knowledge about designing a business venture in accordance with the principles of a modern business plan. As a result of completing the material, students should also develop the ability to critically and holistically understand the fundamentals of business, enabling them to assess the risks and opportunities associated with the initial phase of implementing ideas (idea/seed) up to the start-up stage.

Learning outcomes

Course outcome	Subject outcome	Method of verification
[KiTHMU2_K05] Can think and act in an entrepreneurial manner	The student effectively combines creative ideas and business challenges with formal business planning tools in a convincing manner.	[SK2] presentation/project/paper/ report [SK3] text preparation/written work
[KiTHMU2_U05] Correctly uses the professional terminology appropriate for the disciplines to which the field of study is assigned, both orally and in writing	The student skillfully uses managerial terminology related to designing a business plan, particularly in the areas of organizational and legal forms, marketing plans, and SWOT analysis.	[SU1] oral statement/conversation/ discussion [SU4] test/exam - oral or written
[KiTHMU2_U11] Independently acquires and deepens knowledge and improves research skills in a structured and systematic manner, undertaking autonomous activities aimed at developing abilities and managing their own professional career	The student understands and is capable of creating simplified business plans and acquires planning and organizational skills useful in their professional career	[SU2] presentation/project/paper/ report
[KiTHMU2_K02] Recognises the importance of knowledge in solving cognitive and practical problems, is ready to consult experts in case of difficulties with solving a problem on their own	The student acquires competencies that enable them to gather business information from dispersed sources (reports, articles, grey literature, expert opinions). Additionally, they skillfully evaluate the usefulness of this information and selectively curate it.	[SK2] presentation/project/paper/ report [SK3] text preparation/written work
[KiTHMU2_U06] Can lead a debate; argues and justifies his/ her position in the scientific discussion, using his/her own knowledge and research experience, as well as the views of representatives of various streams of humanities and social sciences	The student has the ability to critically evaluate other business plans and is also capable of justifying their own choices and assumptions made in original analyses.	[SU1] oral statement/conversation/ discussion [SU2] presentation/project/paper/ report
[KiTHMU2_W04] Has an in-depth knowledge of selected issues in the field of disciplines to which the field of study is assigned	The student knows and understands the schedule for creating a business plan and has knowledge about the significance and usefulness of each of its parts.	[SW4] test/exam - oral or written
[KiTHMU2_W09] Knows and understands in depth selected issues related to the functioning of the tourism market and various forms of entrepreneurship in tourism	The student integrates theoretical concepts from the fundamentals of business with selected issues of the tourism market.	[SW4] test/exam - oral or written [SW1] oral statement/ conversation/discussion

Subject contents

1. Business plan history

2. Business plan objectives

3. Functions, assumptions, and structure of a business plan

4. Formal requirements of a business plan

5. Pricing and marketing plan, key resources, market segmentation

6. SWOT analysis

7. Financial plan, sources of funding for a young business

Prerequisites and co-requisites

Assessment methods and criteria

Subject passing criteria	Passing threshold	Percentage of the final grade
Creation and presentation of a business plan	51.0%	30.0%
test	51.0%	70.0%

Recommended reading	Basic literature	Biznesplan. Model najlepszych praktyk , Poltext, Warszawa 2012. Lichtarski J. (red.), Podstawy nauki o przedsiębiorstwie, Wyd. AE im. O. Langego we Wrocławiu, Wrocław 2007
	Supplementary literature	Fiore F.F. (2006). Jak szybko przygotować dobry biznes plan, Wolters Kluwer Polska: Oficyna Ekonomiczna, Kraków
	eResources addresses	
Example issues/ example questions/ tasks being completed	Creating a comprehensive business plan for a business idea related to the tourism industry	
Work placement	Not applicable	

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