

Subject card

Subject name and code	The basics of a business, PG_00092792						
Field of study	Marine Hydrography						
Date of commencement of studies	October 2025		Academic year of realisation of subject		2025/2026		
Education level	Bachelor'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	practical		Assessment form				
Conducting unit	Division of Spatial Studies -> Institute of Socio-Economic Geography and Spatial Management -> Faculty of Social Sciences -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		dr Grażyna Chaberek				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	25.0	0.0	0.0	0.0	0.0	25
	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	25		4.0		21.0	50
Subject objectives	To provide the basic knowledge and skills to function effectively in a business environment and develop an entrepreneurial attitude. Theoretical and practical application of habits of effective action, managing oneself in time. Elementary preparation for self-employment.						
Learning outcomes	Course outcome		Subject outcome		Method of verification		
	[HML3-U08] independently use the professional literature available in traditional and electronic form, make an assessment, critical analysis and synthesis as well as the correct interpretation of the information obtained		searches for industry information, conducts market research using available internet sources		[SU1] oral statement/conversation/discussion [SU3] text preparation/written work [SU5] implementation of a problem task		
	[HML3-W18] basic principles of creation and development of various forms of entrepreneurship, including the principles of effective organisation and coordination of work		lists the basic forms of entrepreneurial activity, the basic steps to take in building a business, the creation of habits and good time management practices		[SW1] oral statement/conversation/discussion [SW5] implementation of a problem task		
	[HML3-K03] apply economic and legal conditions in the aspect of professional activity related to the field of study		knows the basic legal acts regulating business activity in Poland and the basic mechanisms of a market economy		[SK1] oral statement/conversation/discussion [SK5] implementation of a problem task [SK8] observation of student's independent or team work		

Subject contents	Class 1: Introduction + The concept of entrepreneurship + Why do I "pre-buy" something? + Entrepreneurial person on the job market		
	Class 2: The world of ideas (designing your life) + Business plan + Formal and legal aspects of entrepreneurship + Entrepreneurial finances		
	Class 3: Brand and persona + Marketing mix + Market and its determinants		
	Class 4: Cooperation and competitive advantage (GRA)		
	Class 5: Profiles of entrepreneurs + Game for Profit		
Prerequisites and co-requisites			
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	Interview with an entrepreneur	51.0%	50.0%
	Worksheets	51.0%	50.0%
Recommended reading	Basic literature	Glinka B., Gudkova S., Przedsiębiorczość, Oficyna a Wolters Kluwer business, Warszawa 2011 Matejun M., Zarządzanie małą i średnią firmą w teorii i ćwiczeniach, Difin, Warszawa 2012 Mućko P., Sokół A., Jak założyć i prowadzić działalność gospodarczą w Polsce i w wybranych krajach europejskich, CEDEWU, Wydanie IX, Warszawa 2018 Chaberek-Karwacka, G., 2013, Kształtowanie ścieżki kariery zawodowej zgodnie z zamiłowaniami głęboko zakorzenionymi w świadomości, w. Bizon, W., Poszewiecki, A. (red.) Efektywność innowacyjnych narzędzi dydaktycznych w procesach kształtowania postaw przedsiębiorczych. Gdańsk: Wydawnictwo UG Kelley, T., Kelley, D., 2019, Twórcza odwaga. Otwórz się na Design Thinking. Warszawa: MT Biznes Burnett, B., Evans, D., 2017, Dobrze zaprojektowane życie. Przełomowa metoda nauczania na Uniwersytecie Stanforda. Łódź: Galaktyka M. Wieczorek, Nawyki 2.0, Wydawnictwo Expertia, wyd. 3	
	Supplementary literature	Drucker P., Innowacja i przedsiębiorczość. Praktyka z zasady, PWE, Warszawa 1992 Ignaciuk E., Umowy cywilnoprawne a bezpieczeństwo podmiotów rynku pracy, [w:] Zachowania rynkowe przedsiębiorstw w teorii i praktyce gospodarczej, pod red. B. Majeckiej i M. Jarockiej, Polskie Towarzystwo Ekonomiczne, Oddział w Gdańsku, Gdańsk 2015, s. 154-169 Ignaciuk E., Machowska-Okrój S., Przedsiębiorczość jako czynnik rozwoju społeczno-gospodarczego, Zeszyty Naukowe Uniwersytetu Gdańskiego, Studia i Materiały Instytutu Transportu i Handlu Morskiego 2016, nr 13, s.171-192 Ignaciuk E., Kiwak W., Społeczno-ekonomiczne konsekwencje naruszania równowagi między pracą i życiem osobistym, [w:] Bezpieczeństwo zdrowotne ujęcie interdyscyplinarne, pod red. I. Babetsa i H. Marka, Wydawnictwo Wyższej Szkoły Bezpieczeństwa, Poznań 2016, s.37-47 Harvard Business Review Polska Forbes Gazeta Prawna	
	eResources addresses	Adresy na platformie eNauczanie:	
Example issues/ example questions/ tasks being completed	The student will be encouraged to fill in a work sheet during the course, which will enable the practical implementation of the content given during the lecture part of the course, the student will have the opportunity to work in groups on a business case study and play educational games on entrepreneurial qualities.		
Work placement	Not applicable		

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