

Subject card

Subject name and code	Running a business, PG_00117871						
Field of study	Oceanography						
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	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				
	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		15.0		15.0	60
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] knows and understands the latest research trends in the field of oceanography as well as the possibilities of practical application of scientific achievements	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-K06] is ready to think and act in a way enterprising, and based on qualifications, engaging in preparation or implementation of professional tasks	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-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-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	Management theory The essence, functions and organizational structure of the enterprise Market analysis Mission, vision and strategic goals of the enterprise, SWOT and PEST analysis Sales plan Marketing plan (marketing mix) Human resources management in the enterprise Basics of accounting and financing of activities in the enterprise 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%	100.0%
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. I. Steinerowska-Streb, Zachowania rynkowe mikro-, małych i średnich przedsiębiorstw w Polsce. Diagnoza, analiza, scenariusze rozwoju, Wyd. C.H. Beck, Warszawa 2017 3. A. Sokół, P. Mućko, Jak założyć i prowadzić własną firmę. Praktyczny poradnik z przykładami, Wyd. CeDeWu, Warszawa 2018. 4. 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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