

Subject card

Subject name and code	Introduction to business, PG_00053415						
Field of study	Chemistry						
Date of commencement of studies	October 2026		Academic year of realisation of subject		2026/2027		
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	1		ECTS credits		1.0		
Learning profile	academic		Assessment form		credit		
Conducting unit	Department of Macroeconomics -> Faculty of Economics -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		dr hab. Marek Szczepaniec				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	15.0	0.0	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		2.0		8.0	25
Subject objectives	The aim of the course is to acquire basic knowledge in the field of establishing and operating enterprises.						
Learning outcomes	Course outcome		Subject outcome		Method of verification		
	[CHEML3_W15] Enumerates general principles for creating and developing selected forms of individual entrepreneurship enabling the use of knowledge of chemistry, physics and mathematics.		Knows the principles of creating and developing selected forms of individual entrepreneurship.		[SW4] test/exam - oral or written [SW2] presentation/project/paper/report		
	[CHEML3_K09] Is familiar with the general principles of creating and operating forms of individual entrepreneurship.		Is able to prepare a preliminary plan for establishing a start-up.		[SK2] presentation/project/paper/report [SK4] test/exam - oral or written		

Subject contents	1. Entrepreneur		
	2. Market analysis		
	3. Target groups - individual and business customers		
	4. Product/service policy		
	5. Pricing policy		
	6. Distribution system		
	7. Communication system		
	8. Financing the business		
Prerequisites and co-requisites	No requirements		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	Business plan	51.0%	50.0%
	Test	51.0%	50.0%
Recommended reading	Basic literature	Start and Development of Enterprises. How to Start Your Own Business and Achieve Success? Edited by M. Szczepaniec, P. Kulawczuk, M. Sierpińska, University of Gdańsk Press, Gdańsk 2024.	
		J. Cieślík, Entrepreneurship for the Ambitious. How to Launch Your Own Business. Academic and Professional Publishers, Warsaw 2010.	
	Supplementary literature	A. Łopusiewicz, Start-up. From Idea to Success. Samo Sedno, 2013.	
	eResources addresses		
Example issues/ example questions/ tasks being completed	Legal forms of business activity		
	Preparation of a product/service offer		
	Pricing		
	Construction of a distribution system		
	Marketing communication		
	Sources of financing activities		
Work placement	Not applicable		

Document generated electronically. Does not require a seal or signature.