

Subject card

Subject name and code	Introduction to business, PG_00053443						
Field of study	Environmental Protection						
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			2.0	
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	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		5.0		15.0	50
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
	[OŚL3_W10] Describes the principles of environmental protection based on legal regulations and instruments of applying law in environmental protection and from the point of view of economy and management of environmental resources; enumerates general aspects of the economic activity of entities.	He knows how environmental protection companies operate on the market	[SW4] test/exam - oral or written [SW2] presentation/project/paper/report
	[OŚL3_K05] Identifies the level of her/his knowledge and skills, demonstrates the need to update knowledge about the environment and its protection, demonstrates the need for continuous professional training and personal development.	Understands the need to update knowledge about entrepreneurship.	[SK2] presentation/project/paper/report [SK4] test/exam - oral or written
	[OŚL3_K10] Identifies and sees dilemmas related to pursuing future career.	Knows what character traits an entrepreneur should have.	[SK2] presentation/project/paper/report [SK4] test/exam - oral or written
	[OŚL3_K01] Behaves in a professional manner at all times; bears full responsibility for the actions taken relating to the protection of the environment and respects the principles of professional ethics and principles of intellectual honesty.	He behaves in a professional manner as an entrepreneur	[SK2] presentation/project/paper/report [SK4] test/exam - oral or written
	[OŚL3_K07] Can think and act in an entrepreneurial manner.	Can prepare a plan creating a start-up.	[SK2] presentation/project/paper/report [SK4] test/exam - oral or written
	[OŚL3_K09] is familiar with the general principles of creating and operating forms of individual entrepreneurship in the field of broadly understood environmental protection.	Knows what the process of starting your own business looks like.	[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 9. Internationalization of the enterprise 10. Corporate social responsibility (CSR) 11. Test 12-13. Business plan		
Prerequisites and co-requisites	No requirements		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	Test	51.0%	50.0%
	Business plan	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

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