

Subject card

Subject name and code	Business Fundamentals, PG_00195006						
Field of study	Sport Management						
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 Subject group related to scientific research in the field of study		
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			5.0		
Learning profile	academic	Assessment form			credit		
Conducting unit							
Name and surname of lecturer (lecturers)	Subject supervisor		dr Joanna Próchniak				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	30.0	30.0	0.0	0.0	0.0	60
	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	60		2.0		63.0	125
Subject objectives	Providing systematic and fundamental knowledge about the principles and mechanisms of operation of enterprises in various areas of their activity, including in their relations with the business environment.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[ZSSML3_W03] Has advanced knowledge and understanding of the nature and dynamics of the relationship between an organisation, particularly one operating in the sports market, and its stakeholders, as well as the phenomena, processes, and connections in the organisation's environment and their impact on its functioning.	The student identifies the stakeholders of the company and explains the mutual relations between the stakeholders and the company.	[SW4] test/exam - oral or written
	[ZSSML3_U06] Can use and integrate knowledge in management and quality sciences, as well as in economics and finance, to resolve dilemmas and solve complex management problems arising in professional work, primarily in the sports market.	The student correctly uses the terminology related to the functioning and management of an enterprise and uses the knowledge from the subject to explain the problems of the functioning of enterprises.	[SU2] presentation/project/paper/report
	[ZSSML3_W02] Has advanced knowledge and understanding of the nature and functioning of various types of organisations (with particular emphasis on sports-market organisations), their attributes, functional areas, and processes, as well as their links with the environment.	The student identifies and interprets key factors and problems in the functioning of enterprises.	[SW4] test/exam - oral or written
	[ZSSML3_W09] Knows in advanced degree and understands the general principles of creating and developing traditional and modern forms of entrepreneurship using knowledge from the fields of management, quality sciences, economics and finance, and the specifics of the sports market.	The student is familiar with the process of entrepreneurship and the creation and development of start-ups, including investment processes in sports ventures.	[SW4] test/exam - oral or written
[ZSSML3_U02] Can identify problems related to the functioning of an organisation, especially the sports market, the processes carried out within it, and its relations with the environment, and propose appropriate solutions.	The student identifies and interprets key factors and problems in the functioning of enterprises.	[SU2] presentation/project/paper/report	
Subject contents	<ul style="list-style-type: none"> • The essence of the company founding decisions and legal and organizational conditions • Enterprise business environment • Life cycle of an enterprise, product, industry • Resources and their role in the enterprise • Quality management in business • Enterprise innovation • Enterprise planning • Economic and financial objectives and results of the company's activities • Paths of development of the company Organizational culture • Ethics and unethical behavior with business 		
Prerequisites and co-requisites			
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	projects - group work	51.0%	50.0%
	written test	51.0%	50.0%

Recommended reading	Basic literature	<p>1. Antonowicz P. (red.), Zarządzanie rozwojem przedsiębiorstwa: interaktywny podręcznik z zakresu zarządzania: repozytorium case study dla studentów, Wydawnictwo Uniwersytetu Gdańskiego, Gdańsk 2020.</p> <p>2. Godziszewski B., Haffer M., Stankiewicz M.J., Sudół S., Nauka o organizacji, CeDeWu, Warszawa 2021.</p> <p>3. Adamik A. (red.), Nauka o organizacji. Ujęcie dynamiczne, Wolters Kluwer, Warszawa 2013.</p> <p>4. Żurek J. (red.) Przedsiębiorstwo, Drogi do sukcesu rynkowego, Wydawnictwo PWE, Warszawa 2016.</p>
	Supplementary literature	<p>1. Glinka B., Pasieczny J., Tworzenie przedsiębiorstwa: szanse, realizacja, rozwój, Wydawnictwa Uniwersytetu Warszawskiego, Warszawa 2015.</p> <p>2. Marek S., Białasiewicz M. (red.), Podstawy nauki o organizacji, PWE, Warszawa 2008.</p> <p>3. Lichtarski J., Podstawy nauki o przedsiębiorstwie, Wyd. Akademii Ekonomicznej we Wrocławiu, Wrocław 2007.</p>
	eResources addresses	
Example issues/ example questions/ tasks being completed	<p>Understanding the functioning of the company</p> <p>Differentiating Enterprise Resources</p> <p>Types of innovation</p> <p>Profit or value as the main goal of the company's activity</p> <p>What is quality management</p>	
Work placement	Not applicable	

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