

**Subject card**

<b>Subject name and code</b>	Fundamentals of Business Management - lecture, PG_00201318						
<b>Field of study</b>	Aquaculture – Business And Technology						
<b>Date of commencement of studies</b>	October 2026	<b>Academic year of realisation of subject</b>			2027/2028		
<b>Education level</b>	Bachelor's studies	<b>Subject group</b>			Obligatory subject group in the field of study Humanistic-social subject group Subject group related to practical vocational preparation		
<b>Mode of study</b>	full-time studies	<b>Mode of delivery</b>			at the university		
<b>Year of study</b>	2	<b>Language of instruction</b>			Polish		
<b>Semester of study</b>	3	<b>ECTS credits</b>			1.0		
<b>Learning profile</b>	practical	<b>Assessment form</b>			credit		
<b>Conducting unit</b>							
<b>Name and surname of lecturer (lecturers)</b>	<b>Subject supervisor</b>		dr hab. Anna Dziadkiewicz				
	<b>Teachers</b>						
<b>Lesson types</b>	<b>Lesson type</b>	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	<b>Number of study hours</b>	15.0	0.0	0.0	0.0	0.0	15
	E-learning hours included: 0.0						
<b>Learning activity and number of study hours</b>	<b>Learning activity</b>	Participation in didactic classes included in study plan		Participation in consultation hours		Self-study	SUM
	<b>Number of study hours</b>	15		1.0		9.0	25
<b>Subject objectives</b>	The aim of the course is to provide students with the fundamental knowledge and practical skills necessary to effectively manage aquaculture businesses.						
<b>Learning outcomes</b>	<b>Course outcome</b>		<b>Subject outcome</b>			<b>Method of verification</b>	
	[AKWAL3_W07] knows and understands the system of organization of work and management of teams in enterprises or scientific institutions		knows and understands the system of work organisation and management of human teams in commercial and non-commercial enterprises			[SW1] oral statement/ conversation/discussion [SW5] implementation of a problem task	
	[AKWAL3_W10] knows and understands the general principles of creation and development of forms of individual entrepreneurship, using knowledge from the fields of science and scientific disciplines, relevant to aquaculture		knows and understands the general principles for creating and running an individual entrepreneurship using interdisciplinary knowledge			[SW1] oral statement/ conversation/discussion [SW5] implementation of a problem task	

Subject contents	<p>1. Introduction to business management</p> <p>2. Human resources management in a company</p> <p>3 Strategic management in a company</p> <p>4 Modern methods of business management</p> <p>5. Marketing and public relations in business management</p> <p>6. Sources of business funding</p>		
Prerequisites and co-requisites	Interest in entrepreneurial issues, commitment, conscientiousness.		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
Recommended reading	Business plan / presentation	51.0%	100.0%
	Basic literature	Materials prepared by the lecturer.	
	Supplementary literature	Zarządzanie. Teoria i praktyka, pr. zbior. pod red. A. K. Kozłmińskiego i W. Piotrowskiego, PWN, Warszawa 2007.	
	eResources addresses		
Example issues/ example questions/ tasks being completed	<p><b>Risk analysis and management in an aquaculture enterprise:</b></p> <ul style="list-style-type: none"> <li>Describe the main risks involved in running an aquaculture enterprise.</li> <li>Outline risk management strategies that can be implemented to minimise their impact on the business.</li> </ul> <p><b>Sustainability in aquaculture:</b></p> <ul style="list-style-type: none"> <li>Discuss the concept of sustainability in the context of aquaculture.</li> <li>Outline the methods and technologies that can be applied in an aquaculture enterprise to minimise the negative impact on the environment.</li> </ul> <p><b>Marketing strategies for aquaculture products:</b></p> <ul style="list-style-type: none"> <li>Analyse the different marketing strategies that can be used to promote aquaculture products in the domestic and international market.</li> <li>Provide specific examples of marketing campaigns and their impact on sales of aquaculture products.</li> </ul>		
Work placement	Not applicable		

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