

Course title Wstęp do przedsiębiorczości / Introduction to business		ECTS code 13.3.0482	
Name of unit administrating study Faculty of Chemistry			
Studies			
Field of study	Type	Form	
Chemistry	Bachelor	Full-time studies	
Teaching staff Dr Andrzej Poszewiecki; prof. UG dr hab. Wojciech Bizon, prof. UG, dr hab. Marek Szczepaniec; dr Adam Szczęch; prof. UG, dr hab. Przemysław Kulawczuk			
Forms of classes, the realization and number of hours		ECTS credits 1	
A. Forms of classes, in accordance with the UG Rector's regulations lecture		classes - 15 h tutorial classes – 2 h student's own work – 8 h	
B. The realization of activities in-class learning		Total: 25 h - 1 ECTS	
C. Number of hours 15 h lecture			
The academic cycle First year, winter semester			
Type of course obligatory		Language of instruction Polish	
Teaching methods		Form and method of assessment and basic criteria for evaluation or examination requirements	
		A. Final evaluation, in accordance with the UG study regulations course completion (with a grade)	
		B. Assessment methods performance of final work - project or presentation	
		C. The basic criteria for evaluation or exam requirements The basis for completing the course is obtaining by the student at least 51% of the sum points from the final test (single-choice test) taking place at the last class of the semester. 51% - 60% satisfactory 61% - 70% sufficient + 71% - 80% good 81% - 90% good + 91% - 100% very good	
Required courses and introductory requirements			
A. Formal requirements Knowledge of the basics of social science.			
B. Prerequisites Orientation in current issues related to the social and economic life of the country, openness to group work, creativity and striving to deepen your knowledge.			
Aims of education The aim of the course is to familiarize students with economic terminology and to explain the nature of the phenomena observed in practice economic (K_W15). The aim of the course is also to show students the conditions and principles of running a business, incl management of tangible and personal assets of the enterprise (K_K09). The subject of Entrepreneurship Fundamentals prepares students for fulfilling an active role in the labor market, both on the supply side and on the labor demand side (K_W15). Shows the impact of decisions economic to the environment of economic entities.			

Course contents

1. Characteristics of small enterprises
2. Personality and small business management
3. Individual life strategies and entrepreneurship. Home business
4. Creating creative ideas for a new business
5. Planning for new businesses
6. Business knowledge and know-how.
7. Business location
8. Small Business Marketing
9. Building relationships with customers
10. Financing small business I. Choosing the form of taxation
11. Financing small business II. Strategies for financing fixed and working capital
12. Small enterprise expansion strategies
13. Entering foreign markets: internationalization of SMEs

Bibliography of literature

1. J. Cieślak, Przedsiębiorczość dla ambitnych. Jak uruchomić własny biznes, Wydawnictwa Akademickie i Profesjonalne, Warszawa, 2006
1. J. Daszkiewicz, Aksjologiczne uwarunkowania przedsiębiorczości gospodarczej, [w:] Przedsiębiorczość w procesie przemian strukturalnych w Europie Środkowo-Wschodniej, pr. zb. pod red. K. Jaremczuka, Oficyna Wydawnicza Politechniki Rzeszowskiej, Rzeszów 1999.
2. J. Targalski, Przedsiębiorczość u progu nowej dekady - scenariusz optymistyczny, [w:] Przedsiębiorczość a lokalny i regionalny rozwój gospodarczy. Materiały konferencji naukowej, pr. zb. pod red. J. Targalskiego, Wyd. AE w Krakowie, Kraków 1999.

Knowledge

After completing the course, the student:

- 1) knows the basic criteria for making decisions by economic entities
- 2) knows the general principles of creating and developing forms of individual entrepreneurship
- 3) understands the impact of economic entities on the external environment, w including the natural environment
- 3) knows the criteria for selecting the organizational and legal form of activity
- 4) knows the basic cost categories of business entities
- 5) knows the principles of calculating the profitability of an investment project.

Skills

Participant of the classes:

- 1) actively uses economic terminology, using it for description economic enterprise and analysis of its environment
- 2) analyze the legal provisions related to the establishment and functioning enterprises
- 3) is able to select and properly fill in the necessary forms business
- 4) defines the material and non-material bases of the organization's activities
- 5) has the ability to plan and implement economic projects
- 6) analyzes the market and shapes marketing strategies
- 7) calculates the company's financial result

Social competence

Participant of the classes:

- 1) can think and act in an ethical and entrepreneurial manner
- 2) acquires the ability to communicate and express his opinion
- 3) obtains the ability to cooperate and be open to the views of others
- 4) understands the role of a team leader in achieving goals and individual and group
- 5) aims to supplement and deepen the acquired knowledge.