


KAPITAŁ LUDZKI
 NARODOWA STRATEGIA SPÓJNOŚCI

 Projekt współfinansowany przez
 Unię Europejską w ramach
 Europejskiego Funduszu
 Społecznego

UNIA EUROPEJSKA
 EUROPEJSKI
 FUNDUSZ SPOŁECZNY


Course title			ECTS code	
Introduction to business			7.2.0533	
Name of unit administrating study				
Faculty of Economics				
Studies				
faculty		field of study		type
Wydział Chemii		Ochrona środowiska		pierwszego stopnia
				form
				stacjonarne
				specialty
				Podstawowa
				specialization
				Podstawowa
Teaching staff				
dr Andrzej Poszewiecki; prof. UG, dr hab. Marek Szczepaniec; dr Ewa Ignaciuk; prof. UG, dr hab. Wojciech Bizon; prof. UG, dr hab. Przemysław Kulawczuk				
Forms of classes, the realization and number of hours			ECTS credits	
Forms of classes			2	
Lecture			classes - 15 h	
The realization of activities			tutorial classes – 2 h	
classroom instruction			student's own work – 8 h	
Number of hours			Total: 25 h - 1 ECTS	
Lecture: 30 hours				
The academic cycle				
2022/2023 winter semester				
Type of course		Language of instruction		
obligatory		polish		
Teaching methods		Form and method of assessment and basic criteria for eveluation or examination requirements		
multimedia-based lecture		Final evaluation		
		Graded credit		
		Assessment methods		
		Assessment methods		
		performance of final work - project or presentation		
		The basic criteria for evaluation		
		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		
Method of verifying required learning outcomes				
Required courses and introductory requirements				
A. Formal requirements				
B. Prerequisites				
Aims of education				
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

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

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.

The learning outcomes (for the field of study and specialization)

Knowledge

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

Social competence

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.

Contact

poszewiecki@panda.bg.univ.gda.pl