


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		13.3.0482	
Name of unit administrating study			
Faculty of Economics			
Studies			
faculty	field of study	type	pierwszego stopnia
Wydział Chemii	Chemia	form	stacjonarne
		specjalty	wszystkie
		specialization	wszystkie
Teaching staff			
dr Andrzej Poszewiecki; dr Adam Szczęch; prof. UG, dr hab. Marek Szczepaniec; 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		1	
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: 15 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 evaluation or examination requirements	
		Final evaluation	
		Graded credit	
		Assessment methods	
		assignment work – project or presentation	
		The basic criteria for evaluation	
		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			
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

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

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.

Contact

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