


**KAPITAŁ LUDZKI**  
 NARODOWA STRATEGIA SPÓJNOŚCI

 Projekt współfinansowany przez  
 Unię Europejską w ramach  
 Europejskiego Funduszu  
 Społecznego

**UNIA EUROPEJSKA**  
 EUROPEJSKI  
 FUNDUSZ SPOŁECZNY


<b>Course title</b>		<b>ECTS code</b>	
Introduction to business		13.3.0482	
<b>Name of unit administrating study</b>			
Faculty of Economics			
<b>Studies</b>			
<b>faculty</b>	<b>field of study</b>	<b>type</b>	<b>pierwszego stopnia</b>
Wydział Chemii	Chemia	<b>form</b>	stacjonarne
		<b>specjalty</b>	wszystkie
		<b>specialization</b>	wszystkie
<b>Teaching staff</b>			
dr Andrzej Poszewiecki; prof. UG, dr hab. Przemysław Kulawczuk; prof. UG, dr hab. Marek Szczepaniec; dr Adam Szczęch; prof. UG, dr hab. Wojciech Bizon			
<b>Forms of classes, the realization and number of hours</b>		<b>ECTS credits</b>	
<b>Forms of classes</b>		1	
Lecture		classes - 15 h	
<b>The realization of activities</b>		tutorial classes – 2 h	
classroom instruction		student's own work – 8 h	
<b>Number of hours</b>		Total: 25 h - 1 ECTS	
Lecture: 15 hours			
<b>The academic cycle</b>			
2022/2023 winter semester			
<b>Type of course</b>		<b>Language of instruction</b>	
obligatory		polish	
<b>Teaching methods</b>		<b>Form and method of assessment and basic criteria for evaluation or examination requirements</b>	
		<b>Final evaluation</b>	
		Graded credit	
		<b>Assessment methods</b>	
		assignment work – project or presentation	
		<b>The basic criteria for evaluation</b>	
		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	
<b>Method of verifying required learning outcomes</b>			
<b>Required courses and introductory requirements</b>			
<b>A. Formal requirements</b>			
Knowledge of the basics of social science.			
<b>B. Prerequisites</b>			
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.			
<b>Aims of education</b>			

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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