



Subject card

Subject name and code	Initialization of Economic Activity, PG_00037935						
Field of study	Management, Management						
Date of commencement of studies	February 2023		Academic year of realisation of subject		2023/2024		
Education level	second-cycle studies		Subject group		Optional subject group Subject group related to scientific research in the field of study		
Mode of study	Full-time studies		Mode of delivery		at the university		
Year of study	1		Language of instruction		Polish		
Semester of study	2		ECTS credits		3.0		
Learning profile	general academic profile		Assessment form		assessment		
Conducting unit	Department of Entrepreneurship and Business Law -> Faculty of Management and Economics						
Name and surname of lecturer (lecturers)	Subject supervisor		dr hab. Julita Wasilczuk				
	Teachers		dr hab. Julita Wasilczuk				
Lesson types and methods of instruction	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	15.0	30.0	0.0	0.0	0.0	45
	E-learning hours included: 0.0						
Learning activity and number of study hours	Learning activity	Participation in didactic classes included in study plan		Participation in consultation hours		Self-study	SUM
	Number of study hours	45		6.0		24.0	75
Subject objectives	To familiarize students with the basic principles of initiating a business activity						
Learning outcomes	Course outcome		Subject outcome		Method of verification		
	[K7_U02] analyses complex economic processes and phenomena using selected methods and techniques for analysing socio-economic data, and formulates their own opinions and conclusions concerning these processes and phenomena		Student conducts activities aimed at securing the company against the risk of losing liquidity.		[SU1] Assessment of task fulfilment		
	[K7_W14] has a broadened knowledge of the principles of creation and development of forms of individual entrepreneurship and determinants shaping the effectiveness of economic activity		Obtain the knowledge necessary to initiate one's own business		[SW1] Assessment of factual knowledge		
	[K7_W02] has an in-depth knowledge of classical and modern management concepts and their application in the management of modern organizations of various types		Student can describe the management processes in the company		[SW1] Assessment of factual knowledge		
	[K7_U12] applies selected theoretical management concepts in the management of the organisation		Student distinguishes the stages of company development		[SU2] Assessment of ability to analyse information		

Subject contents	The entrepreneurial process. Creativity. Entrepreneurial opportunities. Tasks developing creative thinking, creative entrepreneurs case studies. Creativity and innovation and entrepreneurship. Searching for a solution to the problem (design thinking). Emotionally intelligent innovations. Introduction to business models. BMC and LC. Company environment how to collect information. Entrepreneurship week. Legal aspects of setting up a company. Legal aspects, cont. Micro-entrepreneurship in the social version. Micro-entrepreneur and company finances Creativity exercises. Analysis of students' creative competences, tasks that develop creativity. Searching for an idea for a venture. Opportunity bringing it to the right level. Business models, examples, co-creation, etc. Start a company what, where and how? Business models - examples, co-creation, etc. Micro-entrepreneur and finances in the company. Micro-entrepreneurship in the social version. Company environment how to collect information. Communication in the company. How to launch a website. Pitch. Meeting with an entrepreneur. Summary		
Prerequisites and co-requisites	no requirements		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	solving exemple	60.0%	10.0%
	multiple-choice test	60.0%	90.0%
Recommended reading	Basic literature	Alexander Osterwalder, Yves Pigneur, Tworzenie modeli biznesowych, Onepress 2012 J. Iwin-Garzyńska, Opodatkowanie przedsiębiorstw Wybrane zagadnienia Difin, 2013 W.Wyrzykowski Księgi, ewidencje i rejestry podatkowe małych przedsiębiorców, VM Media VM Group, Gdańsk, 2005	
	Supplementary literature	Wasilczuk, J., Janasz, K., & Kaczmarska, B. (2020). <i>Przedsiębiorczość i finansowanie innowacji</i> . C. Zott, R. Amit, & L.Massa. 'The Business Model: Theoretical Roots, Recent Developments, and Future Research', WP-862, IESE, June, 2010 - revised September 2010 Z. Żaro P.Sasin, Jak założyć i poprowadzić własną firmę,Wydawnictwo Sigma 2015	
	eResources addresses	Adresy na platformie eNauczanie: Inicjowanie działalności gospodarczej 2023/2024 - Moodle ID: 33034 https://enauczanie.pg.edu.pl/moodle/course/view.php?id=33034	
Example issues/ example questions/ tasks being completed	The idea of the business model and its elements. Selected schematics business models. Business models for concrete examples. preparation of a business model, constructed based on the chosen functioning of the project the principle of elections the right form of business taxation - optimization model the principle of recognition of revenues and expenses in business legal forms of establishing companies		
Work placement	Not applicable		