



Subject card

Subject name and code	ENTREPRENEUSHIP AND BUSINESS IN TRANSPORT ACTIVITY, PG_00045923						
Field of study	Transport						
Date of commencement of studies	February 2023		Academic year of realisation of subject		2023/2024		
Education level	second-cycle studies		Subject group		Obligatory subject group in the field of study Humanistic-social 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		2.0		
Learning profile	general academic profile		Assessment form		assessment		
Conducting unit	Faculty of Civil and Environmental Engineering						
Name and surname of lecturer (lecturers)	Subject supervisor		dr Justyna Staszak-Winkler				
	Teachers		dr Justyna Staszak-Winkler				
Lesson types and methods of instruction	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	20.0	10.0	0.0	0.0	0.0	30
	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	30		5.0		15.0	50
Subject objectives	The aim of the course is to provide knowledge about entrepreneurship and running a business in transport services. Students acquire knowledge about the essence of entrepreneurship, the specificity of transport companies on the market, conditions of enterprise competitiveness, transport company management rules, the importance of marketing in transport companies, building effective organizational structures, human resources management, ethical entrepreneurship and barriers to business development .						
Learning outcomes	Course outcome		Subject outcome		Method of verification		
	[K7_U07] able to conduct a preliminary economic analysis of transport projects, identify detailed legal and industry regulations		The student is able to prepare a business plan for a transport enterprise taking into account the barriers to entrepreneurship. The student takes into account aspects of business ethics in business planning.		[SU1] Assessment of task fulfilment [SU4] Assessment of ability to use methods and tools		
	[K7_W06] has broad knowledge of transport management		The student has ordered knowledge about economic and financial relationships and regulations in business. The student is able to make rational and characterized by high economic and social efficiency of choices in the field of operation and development of transport enterprises, including ethical aspects, including ecological ones.		[SW2] Assessment of knowledge contained in presentation [SW3] Assessment of knowledge contained in written work and projects		
	[K7_K01] able to think and act creatively and enterprisingly; able to define priorities to support the delivery of an individual or group task; understands the need for continuous education and taking responsibility as a professional for their work and the work of the team		The student is able to creatively use the knowledge gained during the lecture planning business activity in transport companies.		[SK3] Assessment of ability to organize work [SK5] Assessment of ability to solve problems that arise in practice [SK1] Assessment of group work skills		

Subject contents	<ol style="list-style-type: none">1. Basics of entrepreneurship theory2. Barriers to entrepreneurship,3. Organizational forms of transport companies on the market.4. The market of transport enterprises.5. Determinants of the competitiveness of a transport company.6. Transport company management.7. Organizational structures of transport companies.8. Marketing in transport companies.9. Human resource management in transport companies.10. The ethical dimension of entrepreneurship.11. The essence of a business plan.12. The structure of the business plan.13. Cost-benefit analysis.14. Economic and financial analysis.		
Prerequisites and co-requisites	Knowledge of the basics of economics.		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	creativity	51.0%	35.0%
	activity on exercises	51.0%	10.0%
	completeness of the business plan	51.0%	55.0%
Recommended reading	Basic literature	<ol style="list-style-type: none">1. K. Szałucki. Przedsiębiorstwa transportowe. Warunki i mechanizmy równowagi. WUG. Gdańsk.2. M. Dołhasz, J. Fudaliński, M. Kosala, H. Smutek: Podstawy zarządzania. Koncepcje – strategie – zastosowania. WN PWN. Warszawa 2009.3.J. Skrzypek, Biznezplan. Model najlepszych praktyk. Warszawa 2012.	
	Supplementary literature	<ol style="list-style-type: none">1. G. Rosa. Konkurencja na rynku usług transportowych. CH Beck. Warszawa 2013.	
	eResources addresses	Adresy na platformie eNauczanie:	
Example issues/ example questions/ tasks being completed	<ol style="list-style-type: none">1. Choosing an organizational form for a transport company.2. Economic and financial analysis of the designed enterprise.3. Marketing analysis of the designed enterprise.		
Work placement	Not applicable		