



Subject card

Subject name and code	Entrepreneurship Basics, PG_00068906						
Field of study	Podstawy przedsiębiorczości						
Date of commencement of studies	October 2025		Academic year of realisation of subject		2025/2026		
Education level	first-cycle studies		Subject group		Obligatory subject group 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	1		ECTS credits		1.0		
Learning profile	general academic profile		Assessment form		assessment		
Conducting unit	Department of Entrepreneurship -> Faculty of Management and Economics -> Wydziały Politechniki Gdańskiej						
Name and surname of lecturer (lecturers)	Subject supervisor		dr hab. Julita Wasilczuk				
	Teachers		dr hab. Julita Wasilczuk				
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	15.0	0.0	0.0	0.0	0.0	15
	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	15		5.0		5.0	25
Subject objectives	The aim of the course is to prepare students to understand the principles of business operation and to take business initiatives on the basis of their knowledge of entrepreneurship and basic economics, as well as to develop attitudes of responsibility, independence and cooperation in the context of running a business in the cosmetics industry.						
Learning outcomes	Course outcome		Subject outcome		Method of verification		
	[K6_K01] understands the need to constantly expand knowledge in line with the latest scientific achievements, develop professional competences and teamwork skills		is ready to develop his/her own entrepreneurial and innovative competences in the cosmetics industry, in particular by participating in team projects and reflecting on the learning process and group work		[SK5] Ocena umiejętności rozwiązywania problemów występujących w praktyce		
	[K6_K81] is able to cooperate in international team		is ready to communicate and cooperate effectively in teams with a culturally diverse composition, in particular during projects related to the development of cosmetic products and their implementation in international markets.		[SK2] Ocena postępów pracy		
	[K6_U07] assesses the possibilities of commercializing a product or technology based on the analysis of scientific publications and patents		is able to identify market potential and opportunities for the commercialisation of cosmetic products based on an analysis of available industry publications, market reports and patents.		[SU3] Ocena umiejętności wykorzystania wiedzy uzyskanej w ramach przedmiotu		
Subject contents	Course content – lecture -Ordinary people can do extraordinary things - types of entrepreneurship -Who needs a compass and a map? - business model and planning -Want to win? learn faster than - types of entrepreneurship The world is not so bad? - contemporary challenges -From paper to stamp - legal challenges of entrepreneurship -I produce, but how to sell it? - marketing aspects of new ventures -no start without money - seeking capital for new ventures -the world to mend - social and ethical foundations of entrepreneurship -We are going international						

Prerequisites and co-requisites	There are no prerequisites		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	Test with closed questions	60.0%	50.0%
	Tasks performed in class	80.0%	20.0%
	Completion of two lessons	60.0%	30.0%
Recommended reading	Basic literature	Janasz, Kaczmarska, Wasilczuk, (2020). Prześiębiorczość i finansowanie inwestycji	
	Supplementary literature	Wasilczuk, J, Heinonen J., (2023) I love to write and create. Can I earn money doint it? Entrepreneurial process of bloggers	
	eResources addresses		
Example issues/ example questions/ tasks being completed	Compare the possibilities for starting to sell products in selected countries Identify possible forms of entrepreneurial activity Identify micro-financing opportunities		
Practical activites within the subject	Not applicable		

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