



Subject card

Subject name and code	Businessplan, PG_00069645						
Field of study	Biznesplan						
Date of commencement of studies	February 2025		Academic year of realisation of subject		2025/2026		
Education level	second-cycle studies		Subject group				
Mode of study	Full-time studies		Mode of delivery		e-learning		
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	Department of Economic -> Faculty of Management and Economics -> Faculties of Gdańsk University of Technology						
Name and surname of lecturer (lecturers)	Subject supervisor		dr Aniela Mikulska				
	Teachers		dr Aniela Mikulska				
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	30.0	0.0	0.0	0.0	0.0	30
	E-learning hours included: 30.0						
	eNauczanie source addresses: Moodle ID: 47020 Biznesplan_PG_UG zima 2025-26 https://enauczanie.pg.edu.pl/moodle/course/view.php?id=47020						
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		2.0		18.0	50
Subject objectives	Students learn the principles of creating a business plan - its essence, content structure, application, analyze the needs in the field of obtaining information and their proper interpretation, and develop an independent project based on information from the market.						
Learning outcomes	Course outcome		Subject outcome		Method of verification		
	[K7_K71] is able to explain the need to apply knowledge from humanistic, social, economic or legal sciences in order to function in a social environment		The student understands the need to create a business plan and the possibilities of its users engaging in work on the project (own business plan) and discussing the assumptions adopted in the project in a group.		[SK5] Ocena umiejętności rozwiązywania problemów występujących w praktyce [SK1] Ocena umiejętności pracy w grupie		
	[K7_U71] is able to apply knowledge from humanistic, social, economic or legal sciences in order to solve problems		The student can construct a business plan, analyze the stages in creating a business plan, and estimate the financial values associated with the project.		[SU5] Ocena umiejętności zaprezentowania wyników realizacji zadania [SU2] Ocena umiejętności analizy informacji		
	[K7_W71] has general knowledge in humanistic, social, economic or legal sciences, including their fundamentals and applications		The student is able to recognize and characterize the elements of a business plan, describe the strengths and weaknesses of the project, draw simple conclusions regarding the conditions of operation of a business entity.		[SW2] Ocena wiedzy zawartej w prezentacji		
Subject contents	Course content – lecture Business plan - concept, purpose, types. Model of best practices for drawing up a business plan.10 steps to develop and implement an effective business plan. Awaited results.Characteristics of the company and the concept of the implemented project.Strategic plan. Strategic analysis, selection and implementation of the strategy.Area plans: marketing.Field plans: technical.Area plans: organizational.Financial plan. Summary.						

Prerequisites and co-requisites	knowledge of the basics of entrepreneurship and economics		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	project/speech	60.0%	100.0%
Recommended reading	Basic literature	1. Skrzypek J. T., Biznesplan w 10 krokach. Przewodnik od pomysłu do wdrożenia, Wydawnictwo Poltext, Warszawa 2014 + materiały internetowe do książki 2. Cieślík J., Przedsiębiorczość dla ambitnych. Jak uruchomić własny biznes, WAiP, Warszawa, 2010;	
	Supplementary literature	https://franchising.pl/ ; https://mambiznes.pl/ ; https://mamstartup.pl/	
	eResources addresses	Basic http://www.seipa.edu.pl/index.php/ida/83/ - pdf book Supplementary https://www.biznes.gov.pl/pl/portal/061 - government website for entrepreneurs https://webwavecms.com/blog/pomysly-na-biznes-2025 - blog	
Example issues/ example questions/ tasks being completed	What parts does a business plan consist of? For whom and in what situations is a business plan created? Who is the stakeholder of the project you are planning to implement?		
Practical activities within the subject	Not applicable		

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