



Subject card

Subject name and code	BUSINESS MANAGEMENT AND ECONOMICS, PG_00064373						
Field of study	Chemistry						
Date of commencement of studies	October 2026		Academic year of realisation of subject		2026/2027		
Education level	first-cycle studies		Subject group		Optional subject group Humanistic-social subject group		
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		2.0		
Learning profile	general academic profile		Assessment form		assessment		
Conducting unit	Department of Entrepreneurship -> Faculty of Management and Economics -> Faculties of Gdańsk University of Technology						
Name and surname of lecturer (lecturers)	Subject supervisor		dr inż. Anita Richert-Kaźmierska				
	Teachers		dr inż. Anita Richert-Kaźmierska				
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: 0.0						
	eNauczanie source addresses: Moodle ID: 8033 ZARZĄDZANIE I EKONOMIKA PRZEDSIĘBIORSTWA https://enauzanie.pg.edu.pl/2025/course/view.php?id=8033						
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	The aim of the course is to familiarize students with the basic knowledge of the principles of market operation and business management.						
Learning outcomes	Course outcome		Subject outcome		Method of verification		
	[K6_U05] designs and performs experiments to confirm a hypothesis, recognises the wider, often non-technical context of the phenomena analysed		designs and conducts a study to test a hypothesis, taking into account the non-technical context of the phenomenon under analysis		[SU1] Assessment of task fulfilment [SU3] Assessment of ability to use knowledge gained from the subject [SU4] Assessment of ability to use methods and tools		
	[K6_K03] is aware of the importance of caring for the quality and diligence of the tasks performed, being responsible for their consequences		is ready to perform assigned tasks reliably and carefully, is aware of the quality of the research conducted, and takes responsibility for their results		[SK2] Assessment of progress of work [SK1] Assessment of group work skills [SK5] Assessment of ability to solve problems that arise in practice		
	[K6_W07] integrates general knowledge in the humanities, social sciences, economics including their foundations, principles of protection of intellectual property and patent law relevant to appropriate interpretation and application in scientific and economic activities, and the concept of sustainable development		has the knowledge to explain the humanistic, social and economic determinants of scientific and business activity, taking into account the principles of intellectual property protection and the concept of sustainable development		[SW2] Assessment of knowledge contained in presentation [SW3] Assessment of knowledge contained in written work and projects [SW1] Assessment of factual knowledge		

Subject contents	Course content – lecture 1. Market: demand, supply, price. 2. Types of markets and principles (mechanisms) of their functioning. 3. Types of organizations. 4. Enterprise. 5. Types of enterprises. 6. Legal forms of enterprises in Poland. 7. Business management aimed at achieving profit and development.8. Business models and factors of enterprises' competitiveness growth. 9. Planning. 10. Organizing. 11. Motivating. 12. Controlling. 13. Calculation of break-even point - excercises. 14. Sources of financing enterprises from the SME sector in Poland. 15. Institutions supporting enterprises in Poland.		
Prerequisites and co-requisites			
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	excercises	60.0%	45.0%
	presentation	60.0%	5.0%
	written test	60.0%	50.0%
Recommended reading	Basic literature	Baye, M. R., & Prince, J. T. (2022). <i>Managerial economics and business strategy</i> (10th ed.). McGraw Hill Daft, R. L. (2022). <i>Management</i> (14th ed.). Cengage Krzakiewicz, K., & Cyfert, S. (2020). <i>Podstawy zarządzania organizacjami</i> . Wydawnictwo Uniwersytetu Ekonomicznego w Poznaniu Łukasiewicz, K., & Pietrzak, P. (Red.). (2023). <i>Nowoczesne zarządzanie: Podstawy zarządzania</i> . CeDeWu.	
	Supplementary literature	Greenlaw, S. A., Shapiro, D., & Karpa, W. (2022). <i>Mikroekonomia – podstawy</i> . OpenStax Poland. https://openstax.org/details/books/mikroekonomia-podstawy Nowak, A. Z. (2025). <i>Strategiczna zależność gospodarcza: Mit czy rzeczywistość?</i> Polskie Wydawnictwo Ekonomiczne	
	eResources addresses		
	Example issues/ example questions/ tasks being completed	1.Explain the demand law and the supply law. 2. Discuss the method of analyzing the company's environment using the SWOT method and Porter's five forces method. 3. How to calculate and what about informs the company's break-even point?	
Practical activites within the subject	Not applicable		

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