



## Subject card

|                                             |                                                                                                                                                                                                                                                                            |                                                          |                                                                                                                                                                                                                              |                                     |                                                                                                                  |            |     |
|---------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------|------------------------------------------------------------------------------------------------------------------|------------|-----|
| Subject name and code                       | Businessplan, PG_00072994                                                                                                                                                                                                                                                  |                                                          |                                                                                                                                                                                                                              |                                     |                                                                                                                  |            |     |
| Field of study                              | Technical Physics                                                                                                                                                                                                                                                          |                                                          |                                                                                                                                                                                                                              |                                     |                                                                                                                  |            |     |
| Date of commencement of studies             | February 2026                                                                                                                                                                                                                                                              |                                                          | Academic year of realisation of subject                                                                                                                                                                                      |                                     | 2026/2027                                                                                                        |            |     |
| 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:<br>Moodle ID: 8171 Biznesplan online_zima 2026-27<br><a href="https://enauczanie.pg.edu.pl/2025/course/view.php?id=8171">https://enauczanie.pg.edu.pl/2025/course/view.php?id=8171</a>                                                        |                                                          |                                                                                                                                                                                                                              |                                     |                                                                                                                  |            |     |
| 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_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] Assessment of knowledge contained in presentation                                                          |            |     |
|                                             | [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.                                                                    |                                     | [SU2] Assessment of ability to analyse information<br>[SU5] Assessment of ability to present the results of task |            |     |
|                                             | [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.          |                                     | [SK1] Assessment of group work skills<br>[SK5] Assessment of ability to solve problems that arise in practice    |            |     |

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| Subject contents                                               | Course content – lecture<br><br>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<br>2. Cieślík J., Przedsiębiorczość dla ambitnych. Jak uruchomić własny biznes, WAIP, Warszawa, 2010; |                               |
|                                                                | Supplementary literature                                                                                                                                                                                                                                                                                                                                                                                                                                                  | podcasts                                                                                                                                                                                                                                                    |                               |
|                                                                | eResources addresses                                                                                                                                                                                                                                                                                                                                                                                                                                                      | Basic<br><a href="https://jeryskrzypek.pl/">https://jeryskrzypek.pl/</a> - online book<br>Supplementary<br><a href="https://franchising.pl">https://franchising.pl</a> - entrepreneurship portal                                                            |                               |
| Example issues/<br>example questions/<br>tasks being completed | What parts does a business plan consist of? For whom and in what situations is a business plan created?<br>Who is the stakeholder of the project you are planning to implement?                                                                                                                                                                                                                                                                                           |                                                                                                                                                                                                                                                             |                               |
| Practical activities within the subject                        | Not applicable                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                                                                                                                                                                                                                                                             |                               |

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