

Course code: .....

Plan position: .....

### A. INFORMATION ABOUT THE COURSE

#### B. Basic information

Name of course	<b>Fundamentals of Business</b>
Field of studies	Management
Level of studies	first degree
Profile of studies	general academic studies
Form of studies	full-time studies
Specialty	
Unit responsible for the field of studies	Faculty of Management
Name and academic degree of teacher(s)	Anna Komarnicka, PhD.
Introductory courses	no requirements
Introductory requirements	Basic knowledge of economics

#### C. Semester/week schedule of classes

Semester	Lectures (W)	Auditorium classes (Ć)	Laboratory classes (L)	Project classes (P)	Seminar (S)	Field classes (T)	Number of ECTS points
fall, spring	15	15					5

## 2. LEARNING OUTCOME

No.	Learning outcomes description	The reference to the learning outcomes of specific field of study	The reference to the learning outcomes for the area
<b>KNOWLEDGE</b>			
W1	Upon completion of the course student is able to define basic concepts of trade and service market and identify the main problems related to their functioning and development. The student has basic knowledge of starting up a business and the principles and problems in running it, both in Poland and in selected European Union countries.	K_W24 K_W25	P6S_WG P6S_WK
<b>SKILLS</b>			
U1	After completing the course, the student knows examples and understands the issues of running a company, and knows and can apply selected tools to determine the company's position on the market. In addition, the student has the ability to develop a project to create their own company.	K_U25	P6S_UW
<b>SOCIAL COMPETENCES</b>			
K1	After completion of the course student is able to think and act in an entrepreneurial way, willing to develop entrepreneurial	K_K11	P6S_KO

	qualities and creativity, and participates in the preparation of economic projects, taking into account the legal, economic and political conditions of the business environment.		
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### 3. TEACHING METHODS

#### A. Traditional methods used \*\*\*

multimedia lecture, discussion, team work, press release
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#### B. Distance learning methods used \*\*\*

<p><b>Synchronous method</b> (classes conducted in a way that ensures direct interaction between the student and the teacher in real time, enabling immediate flow of information, the method can be used only if it is provided for in the study plan for a given cycle of education): e.g. remote lecture in the form of videoconference, remote discussion, etc.</p>
<p><b>Asynchronous method</b> used as an auxiliary (a method that does not ensure direct interaction between the student and the teacher in real time, used only as an auxiliary / complementary method): e.g. online educational videos, online multimedia presentations, etc.</p>

### 4. METHODS OF EXAMINATION

test of closed questions, short paper, case studies
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### 5. SCOPE

Lectures	<ul style="list-style-type: none"> <li>- Introduction and explanation of basic definitions and relationships: entrepreneur, company, innovation, entrepreneurship, competitiveness, competitive advantage, innovation process</li> <li>- The concept and types of entrepreneurs and their role in starting and running an enterprise</li> <li>- The rules of setting up, running, suspending and termination of a business in Poland</li> <li>- Comparison of the conditions for setting up and running a business in different European countries</li> <li>- Legal basis, formal and economic business activity in Poland and in selected countries</li> <li>- Financial and accounting system in the company</li> <li>- Risk and uncertainty in business activities</li> <li>- The role of the state in the development of entrepreneurship</li> <li>- Organisations and institutions supporting small and medium-sized enterprises (SMEs)</li> <li>- Sources of financing for economic activity development</li> <li>- Conditions for the development of entrepreneurship - functions and forms of entrepreneurship</li> <li>- Types of entrepreneurship</li> <li>- Determinants and barriers of entrepreneurship development</li> <li>- Entrepreneurship versus the entrepreneur, competitiveness and innovation</li> <li>- Models of the entrepreneurial process</li> </ul>
Laboratories	<ul style="list-style-type: none"> <li>- Analysis of the company's environment</li> <li>- Business plan - preparation, elements and functions</li> <li>- Business ethics and etiquette</li> </ul>

	<ul style="list-style-type: none"> <li>- Building relationships: networking</li> <li>- Cooperation and cluster links</li> <li>- Corporate social responsibility in different organisations - case studies</li> <li>- Unemployment rate of the European Union countries</li> <li>- Problems of young entrepreneurs in Poland, the European Union and the United States</li> <li>- Labour market conditions of disabled people in selected European countries</li> <li>- Women in business. Examples of entrepreneurial women in different organisations in Europe and worldwide</li> <li>- The role of the Internet, including social media in the activity and development of the company</li> <li>- Intellectual property law in business</li> </ul>
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## 6. METHODS OF VERIFICATION OF LEARNING OUTCOMES

LEARNING OUTCOME	Form of assessment					
	Oral examination	Written exam	Colloquium	Project	Presentation	.....
W1	x		x			
U1	x		x			
K1	x		x			

## 7. LITERATURE

Basic literature	<ol style="list-style-type: none"> <li>1. Eckersley, P. M., Jackson, P., Harris, L. (2003), <i>E-business Fundamentals</i>, Routledge Taylor &amp; Francis Group, New York.</li> <li>2. Hillary, R. (Ed.) (2000), <i>Small and Medium-Sized Enterprises and the Environment: Business Imperatives</i>, Routledge Taylor &amp; Francis Group, Greenleaf, UK.</li> <li>3. Skripak, S. J.(2016), <i>Fundamentals of Business</i>, Pamplin College of Business and Virginia Tech Libraries, Blacksburg, Virginia.</li> </ol>
Supplementary literature	<ol style="list-style-type: none"> <li>1. Ferreira, J.J., Fernandes, C.I., Ratten, V. (2017), <i>Entrepreneurship, Innovation and Competitiveness: What is The Connection?</i>, International Journal of Business and Globalisation, Vol. 18, Issue 1, pp. 73-95.</li> <li>2. Matejun, M. (2014), <i>The Role of Flexibility in Building the Competitiveness of Small and Medium Enterprises</i>, Management, Vol.18, No. 1, pp. 154-168.</li> </ol>

## 8. TOTAL STUDENT WORKLOAD REQUIRED TO ACHIEVE EXPECTED LEARNING OUTCOMES EXPRESSED IN TIME AND ECTS CREDITS

Student's activity		Student workload– number of hours
Classes conducted under a direct supervision of an academic teacher or other persons responsible for classes	Participation in classes indicated in point 1B	30
	Supervision hours	5
Student's own work	Preparation for classes	30
	Reading assignments	30
	Other (preparation for exams, tests, carrying out a project etc)	30
Total student workload		125
Number of ECTS points		5

