



Subject card

Subject name and code	Principles of Entrepreneurship and Management, PG_00053921						
Field of study	Automatic Control, Cybernetics and Robotics						
Date of commencement of studies	October 2021		Academic year of realisation of subject		2023/2024		
Education level	first-cycle studies		Subject group		Obligatory subject group in the field of study Humanistic-social subject group		
Mode of study	Full-time studies		Mode of delivery		at the university		
Year of study	3		Language of instruction		Polish		
Semester of study	5		ECTS credits		2.0		
Learning profile	general academic profile		Assessment form		assessment		
Conducting unit	Department of Decision Systems and Robotics -> Faculty of Electronics, Telecommunications and Informatics						
Name and surname of lecturer (lecturers)	Subject supervisor		dr hab. inż. Marcin Gnyba				
	Teachers		dr hab. inż. Marcin Gnyba				
Lesson types and methods of instruction	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		4.0		31.0	50
Subject objectives	Student will acquire some knowledge on managing hi-tech company in all aspects of activity, with a special focus on marketing.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[K6_W08] Knows and understands the fundamental dilemmas of modern civilisation and basic economic, legal and other conditions of various types of activities related to the field of study, including the basic concepts and principles in the field of industrial property and copyright protection.	Student will define and describe problems in the area of entrepreneurial activity, particularly on marketing and sales organization	[SW1] Assessment of factual knowledge
	[K6_W07] Knows and understands, to an advanced extent, the general principles of setting up and development of business entities, forms of individual entrepreneurship and running ventures in the field specific to the field of study	Student will define and describe problems in the area of entrepreneurial activity, particularly on marketing and sales organization	[SW1] Assessment of factual knowledge
	[K6_U08] while identifying and formulating specifications of engineering tasks related to the field of study and solving these tasks, can:n- apply analytical, simulation and experimental methods,n- notice their systemic and non-technical aspects,n- make a preliminary economic assessment of suggested solutions and engineering work n	Student will define and describe problems in the area of entrepreneurial activity, particularly on marketing and sales organization	[SU2] Assessment of ability to analyse information [SU4] Assessment of ability to use methods and tools
	[K6_W06] Knows and understands the basic processes occurring in the life cycle of devices, facilities and systems specific to a given field of study.	Student will define and describe problems in the area of entrepreneurial activity, particularly on marketing and sales organization	[SW1] Assessment of factual knowledge
	[K6_W03] Knows and understands, to an advanced extent, the construction and operating principles of components and systems related to the field of study, including theories, methods and complex relationships between them and selected specific issues - appropriate for the curriculum	Student will define and describe problems in the area of entrepreneurial activity, particularly on marketing and sales organization	[SW1] Assessment of factual knowledge
Subject contents	1. Conditions for a successful business 2. Functional and technical specification 3. Kinds of entrepreneurship 4. Functional diagram of hi-tec company 5. Marketing 6. Sources of conflict between Mktg and R&D departmnets 7. Introduction to venture-capital activity 8. Sales activity 9. Prioritization 10. Decision making using Markov algorithm		
Prerequisites and co-requisites	No requirements		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	Midterm colloquium	51.0%	70.0%
	Project	30.0%	30.0%
Recommended reading	Basic literature	students lecture notes	
	Supplementary literature	No recommendations	
	eResources addresses	Adresy na platformie eNauczanie:	
Example issues/ example questions/ tasks being completed			
Work placement	Not applicable		