



Subject card

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|---|---|--|----------|-------------------------------------|---|------------|-----|
| Subject name and code | Market bases of entrepreneurship, PG_00047854 | | | | | | |
| Field of study | Informatics | | | | | | |
| Date of commencement of studies | October 2021 | Academic year of realisation of subject | | | 2023/2024 | | |
| Education level | first-cycle studies | Subject group | | | Optional subject group Humanistic-social subject group | | |
| Mode of study | Part-time studies | Mode of delivery | | | at the university | | |
| Year of study | 3 | Language of instruction | | | Polish | | |
| Semester of study | 6 | ECTS credits | | | 6.0 | | |
| Learning profile | general academic profile | Assessment form | | | exam | | |
| Conducting unit | Department of Metrology and Optoelectronics -> Faculty of Electronics, Telecommunications and Informatics | | | | | | |
| Name and surname of lecturer (lecturers) | Subject supervisor | dr inż. Michał Sobaszek | | | | | |
| | Teachers | dr inż. Michał Sobaszek | | | | | |
| Lesson types and methods of instruction | Lesson type | Lecture | Tutorial | Laboratory | Project | Seminar | SUM |
| | Number of study hours | 15.0 | 0.0 | 0.0 | 15.0 | 0.0 | 30 |
| | 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 | 30 | | 6.0 | | 114.0 | 150 |
| Subject objectives | The student will gain knowledge of the market basis of entrepreneurship, with particular emphasis on marketing and intellectual property protection. | | | | | | |
| Learning outcomes | Course outcome | Subject outcome | | | Method of verification | | |
| | [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 | The student explains and describes issues related to the organization of enterprises, their structures and tax scales. | | | [SU5] Assessment of ability to present the results of task [SU2] Assessment of ability to analyse information [SU1] Assessment of task fulfilment | | |
| | [K6_U43] can analyse date and formulate, apply and assess appropriate formal models and algorithms for solving problems in the field of information systems and applications | The student explains and describes issues related to the basics of entrepreneurship, including marketing and the organization of the sales department. | | | [SU5] Assessment of ability to present the results of task [SU2] Assessment of ability to analyse information [SU1] Assessment of task fulfilment | | |
| | [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. | The student explains and describes issues related to the basics of intellectual property protection. | | | [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 | The student explains and describes marketing issues, in particular the product, its price and the company's environment. | | | [SW1] Assessment of factual knowledge | | |

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| Subject contents | <p>1. Market Economy 2. Curves and determinants of demand and supply 3. Price flexibility 4. Measures of economic growth 5. Tax scales 6. Enterprise and their types 7. Marketing 8. Product Strategy and market entry models 9. SWOT and 4P analysis 10. Basics of intellectual property protection</p> | | |
| Prerequisites and co-requisites | No requirements | | |
| Assessment methods and criteria | Subject passing criteria | Passing threshold | Percentage of the final grade |
| | Project | 50.0% | 50.0% |
| | Exam | 51.0% | 50.0% |
| Recommended reading | Basic literature | student's notes from the lecture, slide from the lectures available on the course website on eLearning | |
| | Supplementary literature | No requirements | |
| | eResources addresses | Adresy na platformie eNauczanie: | |
| Example issues/ example questions/ tasks being completed | | | |
| Work placement | Not applicable | | |