



## Subject card

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		

Subject contents	1. Market Economy2. Curves and determinants of demand and supply3. Price flexibility4. Measures of economic growth5. Tax scales6. Enterprise and their types7. Marketing8. Product Strategy and market entry models9. SWOT and 4P analysis10. Basics of intellectual property protection		
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		