



Subject card

Subject name and code		Market bases of entrepreneurship, PG_00058936						
Field of study		Informatics						
Date of commencement of studies		October 2022	Academic year of realisation of subject			2024/2025		
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 Marine Electronic Systems -> 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		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_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, specifically organizing marketing and sales department.			[SW1] Assessment of factual knowledge		
		[K6_U43] can analyse data and formulate, apply and assess appropriate formal models and algorithms for solving problems in the field of information systems and applications	Student will define and describe problems in the area of entrepreneurial activity, specifically organizing marketing and sales department.			[SU1] Assessment of task fulfilment [SU2] Assessment of ability to analyse information [SU5] Assessment of ability to present the results of task		
		[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, specifically organizing marketing and sales department.			[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, specifically organizing marketing and sales department.			[SU1] Assessment of task fulfilment [SU2] Assessment of ability to analyse information [SU5] Assessment of ability to present the results of task		

Subject contents	<ol style="list-style-type: none"> 1. Conditions for a successful business 2. Functional and technical specification 3. Kinds of entrepreneurship 4. Functional diagram of software company 5. Marketing 6. Sources of conflicts between Mktg and R&D departments 7. System for successful software development 8. Sales organization 9. Prioritization 10. Decision making using Markov algorithm 											
Prerequisites and co-requisites	No requirements											
Assessment methods and criteria	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 40%;">Subject passing criteria</th> <th style="width: 30%;">Passing threshold</th> <th style="width: 30%;">Percentage of the final grade</th> </tr> </thead> <tbody> <tr> <td>Project</td> <td>30.0%</td> <td>30.0%</td> </tr> <tr> <td>Midterm colloquium</td> <td>51.0%</td> <td>70.0%</td> </tr> </tbody> </table>			Subject passing criteria	Passing threshold	Percentage of the final grade	Project	30.0%	30.0%	Midterm colloquium	51.0%	70.0%
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Project	30.0%	30.0%										
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Recommended reading	<table border="1" style="width: 100%; border-collapse: collapse;"> <tbody> <tr> <td style="width: 40%;">Basic literature</td> <td colspan="2">student's lecture notes</td> </tr> <tr> <td>Supplementary literature</td> <td colspan="2">No requirements</td> </tr> <tr> <td>eResources addresses</td> <td colspan="2">Adresy na platformie eNauczanie:</td> </tr> </tbody> </table>			Basic literature	student's lecture notes		Supplementary literature	No requirements		eResources addresses	Adresy na platformie eNauczanie:	
Basic literature	student's lecture notes											
Supplementary literature	No requirements											
eResources addresses	Adresy na platformie eNauczanie:											
Example issues/ example questions/ tasks being completed												
Work placement	Not applicable											