



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 Signals and Systems -> Faculty of Electronics, Telecommunications and Informatics						
Name and surname of lecturer (lecturers)	Subject supervisor		dr hab. inż. Michał Sobaszek				
	Teachers		dr hab. 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	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	Subject passing criteria	Passing threshold	Percentage of the final grade
	Project	30.0%	30.0%
	Midterm colloquium	51.0%	70.0%
Recommended reading	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		

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