



## Subject card

Subject name and code	Managing an ICT Company, PG_00047686						
Field of study	Informatics						
Date of commencement of studies	October 2023	Academic year of realisation of subject			2025/2026		
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	6	ECTS credits			2.0		
Learning profile	general academic profile	Assessment form			assessment		
Conducting unit	Department Of Signals And Systems -> Faculty Of Electronics Telecommunications And Informatics -> Wydział Politechniki Gdańskiej						
Name and surname of lecturer (lecturers)	Subject supervisor	dr inż. Paweł Jakóbczyk					
	Teachers	dr inż. Paweł Jakóbczyk					
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	2.0		18.0		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_U10] can individually plan their own lifelong education, also by means of advanced information and communication technologies (ICT), and communicate with people from their environment, firmly justify their point of view, participate in debates, present, assess and discuss different opinions and points of view, as well as use specialist terminology related to the field of study in communication	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 [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, 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	[SK3] Assessment of ability to organize work [SK4] Assessment of communication skills, including language correctness [SU2] Assessment of ability to analyse information
	[K6_K01] is ready to cultivate and disseminate models of proper behaviour in and outside the work environment; make independent decisions; critically evaluate actions of their own, teams they lead and organisations they are part of; take responsibility for results of these actions; responsibly perform professional roles, including:n - observing rules of professional ethics and require it from others,n - care for the achievements and traditions of the professionn	Student will define and describe problems in the area of entrepreneurial activity, particularly on marketing and sales organization	[SK3] Assessment of ability to organize work [SK4] Assessment of communication skills, including language correctness [SK1] Assessment of group work skills

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	<table border="1" data-bbox="451 1030 1487 1137"> <thead> <tr> <th data-bbox="451 1030 794 1070">Subject passing criteria</th> <th data-bbox="794 1030 1137 1070">Passing threshold</th> <th data-bbox="1137 1030 1487 1070">Percentage of the final grade</th> </tr> </thead> <tbody> <tr> <td data-bbox="451 1070 794 1099">Project</td> <td data-bbox="794 1070 1137 1099">51.0%</td> <td data-bbox="1137 1070 1487 1099">30.0%</td> </tr> <tr> <td data-bbox="451 1099 794 1137">Midterm colloquium</td> <td data-bbox="794 1099 1137 1137">51.0%</td> <td data-bbox="1137 1099 1487 1137">70.0%</td> </tr> </tbody> </table>			Subject passing criteria	Passing threshold	Percentage of the final grade	Project	51.0%	30.0%	Midterm colloquium	51.0%	70.0%
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Project	51.0%	30.0%										
Midterm colloquium	51.0%	70.0%										
Recommended reading	<table border="1" data-bbox="451 1142 1487 1249"> <tbody> <tr> <td data-bbox="451 1142 794 1171">Basic literature</td> <td colspan="2" data-bbox="794 1142 1487 1171">student's lecture notes</td> </tr> <tr> <td data-bbox="451 1171 794 1200">Supplementary literature</td> <td colspan="2" data-bbox="794 1171 1487 1200">No requirements</td> </tr> <tr> <td data-bbox="451 1200 794 1249">eResources addresses</td> <td colspan="2" data-bbox="794 1200 1487 1249">Adresy na platformie eNauczenie:</td> </tr> </tbody> </table>			Basic literature	student's lecture notes		Supplementary literature	No requirements		eResources addresses	Adresy na platformie eNauczenie:	
Basic literature	student's lecture notes											
Supplementary literature	No requirements											
eResources addresses	Adresy na platformie eNauczenie:											
Example issues/ example questions/ tasks being completed												
Work placement	Not applicable											

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