



## Subject card

|   |  |  |                           |                                     |   |            |     |
|---|--|--|---------------------------|-------------------------------------|---|------------|-----|
| Subject name and code                       | Principles of Entrepreneurship and Management, PG_00047784   |  |                           |                                     |   |            |     |
| Field of study                              | Biomedical Engineering   |  |                           |                                     |   |            |     |
| 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<br>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 Marine Electronic Systems -> Faculty of Electronics, Telecommunications and Informatics                          |  |                           |                                     |   |            |     |
| Name and surname of lecturer (lecturers)    | Subject supervisor   |  | dr hab. inż. Marcin Gnyba |                                     |   |            |     |
|   | Teachers   |  | dr hab. inż. Marcin Gnyba |                                     |   |            |     |
| 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. |  |                           |                                     |   |            |     |

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| 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, particularly on marketing and sales organization | [SK3] Assessment of ability to organize work<br>[SK4] Assessment of communication skills, including language correctness<br>[SU2] Assessment of ability to analyse information |
|   | [K6_W06] Knows and understands the basic processes occurring in the life cycle of devices, facilities and systems specific to a given 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 | [SU1] Assessment of task fulfillment<br>[SU2] Assessment of ability to analyse information   |
|   | [K6_K03] is ready to meet social obligations, co-organise activities for the social environment, initiate actions for the public interest, think and act in an entrepreneurial way  | 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<br>[SK4] Assessment of communication skills, including language correctness<br>[SU2] Assessment of ability to analyse information |
| [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   |  |
| Subject contents  | <ol style="list-style-type: none"> <li>1. Conditions for a successful business</li> <li>2. Functional and technical specification</li> <li>3. Kinds of entrepreneurship</li> <li>4. Functional diagram of hi-tec company</li> <li>5. Marketing</li> <li>6. Sources of conflict between Mktg and R&amp;D departmnets</li> <li>7. Introduction to venture-capital activity</li> <li>8. Sales activity</li> <li>9. Prioritetization</li> <li>10. Decision making using Markov algorithm</li> </ol> |   |  |
| 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/<br>example questions/<br>tasks being completed  |   |   |  |
| Work placement  | Not applicable  |   |  |