



Subject card

Subject name and code	Principles of Entrepreneurship and Management, PG_00048070						
Field of study	Electronics and Telecommunications						
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						
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.						
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	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_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, specifically organizing marketing and sales department.			[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, specifically organizing marketing and sales department.			[SW1] Assessment of factual knowledge		

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 hi-tec company 5. Marketing 6. Sources of conflict between Mktg and R&D departmnet 7. Introduction to venture-capital activity 8. Sales activity 9. Prioritetization 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
	Midterm colloquium	51.0%	70.0%
	Project	30.0%	30.0%
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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