



Subject card

Subject name and code	Market bases of entrepreneurship, PG_00058936						
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			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_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.			[SU5] Assessment of ability to present the results of task [SU2] Assessment of ability to analyse information [SU1] Assessment of task fulfilment		
	[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_U43] can analyse date 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.			[SU5] Assessment of ability to present the results of task [SU2] Assessment of ability to analyse information [SU1] Assessment of task fulfilment		
	[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"> <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 software company</li> <li>5. Marketing</li> <li>6. Sources of conflicts between Mktg and R&amp;D departments</li> <li>7. System for successful software development</li> <li>8. Sales organization</li> <li>9. Prioritization</li> <li>10. Decision making using Markov algorithm</li> </ol>											
Prerequisites and co-requisites	No requirements											
Assessment methods and criteria	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 33%;">Subject passing criteria</th> <th style="width: 33%;">Passing threshold</th> <th style="width: 34%;">Percentage of the final grade</th> </tr> </thead> <tbody> <tr> <td>Midterm colloquium</td> <td>51.0%</td> <td>70.0%</td> </tr> <tr> <td>Project</td> <td>30.0%</td> <td>30.0%</td> </tr> </tbody> </table>			Subject passing criteria	Passing threshold	Percentage of the final grade	Midterm colloquium	51.0%	70.0%	Project	30.0%	30.0%
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Midterm colloquium	51.0%	70.0%										
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Recommended reading	<table border="1" style="width: 100%; border-collapse: collapse;"> <tbody> <tr> <td style="width: 50%;">Basic literature</td> <td>student's lecture notes</td> </tr> <tr> <td>Supplementary literature</td> <td>No requirements</td> </tr> <tr> <td>eResources addresses</td> <td>Adresy na platformie eNauczanie:</td> </tr> </tbody> </table>			Basic literature	student's lecture notes	Supplementary literature	No requirements	eResources addresses	Adresy na platformie eNauczanie:			
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Supplementary literature	No requirements											
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Example issues/ example questions/ tasks being completed												
Work placement	Not applicable											