



Subject card

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|---|--|--|----------|-------------------------------------|---|------------|-----|
| Subject name and code | Managing an ICT Company, PG_00047686 | | | | | | |
| Field of study | Informatics | | | | | | |
| Date of commencement of studies | October 2024 | Academic year of realisation of subject | | | 2026/2027 | | |
| 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 Marine Electronic Systems -> Faculty of Electronics, Telecommunications and Informatics | | | | | | |
| 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_W11] knows and understands to an advanced degree the general principles of the creation and development of economic entities, forms of individual entrepreneurship and conducting enterprises and the fundamental dilemmas of modern civilization, as well as the basic economic, legal and other conditions of various types of activities related to the field of study, including the basic concepts and principles of industrial property protection and copyright law | The student will be able to explain and describe issues in the management of business ventures and the development of their own business initiatives. | [SW2] Assessment of knowledge contained in presentation [SW1] Assessment of factual knowledge |
| | [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 | [SU5] Assessment of ability to present the results of task [SU2] Assessment of ability to analyse information |
| | [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 | [SU2] Assessment of ability to analyse information [SK4] Assessment of communication skills, including language correctness [SK3] Assessment of ability to organize work |
| | [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 | [SK1] Assessment of group work skills [SK4] Assessment of communication skills, including language correctness [SK3] Assessment of ability to organize work |

| Subject contents | 1. Conditions for Profitable Business 2. Definition and Characteristics of the IT Industry 3. Classification of business types 4. Marketing 5. Computerization of enterprises 6. Customer Relationship Management in the IT Industry 7. Cost Management and Budgeting in an IT Company 8. Sales organization 9. Risk Management 10. Intellectual Property Protection Strategies | | | | | | | | | | | |
|--|---|-------------------------------|--|--------------------------|------------------------|-------------------------------|--------------------------|-----------------|-------|----------------------|----------------------------------|-------|
| Prerequisites and co-requisites | No requirements | | | | | | | | | | | |
| Assessment methods and criteria | <table border="1" data-bbox="448 1113 1477 1218"> <thead> <tr> <th data-bbox="448 1113 794 1149">Subject passing criteria</th> <th data-bbox="794 1113 1141 1149">Passing threshold</th> <th data-bbox="1141 1113 1477 1149">Percentage of the final grade</th> </tr> </thead> <tbody> <tr> <td data-bbox="448 1149 794 1184">Midterm colloquium</td> <td data-bbox="794 1149 1141 1184">51.0%</td> <td data-bbox="1141 1149 1477 1184">70.0%</td> </tr> <tr> <td data-bbox="448 1184 794 1218">Project</td> <td data-bbox="794 1184 1141 1218">51.0%</td> <td data-bbox="1141 1184 1477 1218">30.0%</td> </tr> </tbody> </table> | | | Subject passing criteria | Passing threshold | Percentage of the final grade | Midterm colloquium | 51.0% | 70.0% | Project | 51.0% | 30.0% |
| Subject passing criteria | Passing threshold | Percentage of the final grade | | | | | | | | | | |
| Midterm colloquium | 51.0% | 70.0% | | | | | | | | | | |
| Project | 51.0% | 30.0% | | | | | | | | | | |
| Recommended reading | <table border="1" data-bbox="448 1225 1477 1330"> <tbody> <tr> <td data-bbox="448 1225 794 1261">Basic literature</td> <td colspan="2" data-bbox="794 1225 1477 1261">students lecture notes</td> </tr> <tr> <td data-bbox="448 1261 794 1296">Supplementary literature</td> <td colspan="2" data-bbox="794 1261 1477 1296">No requirements</td> </tr> <tr> <td data-bbox="448 1296 794 1330">eResources addresses</td> <td colspan="2" data-bbox="794 1296 1477 1330">Adresy na platformie eNauczenie:</td> </tr> </tbody> </table> | | | Basic literature | students lecture notes | | Supplementary literature | No requirements | | eResources addresses | Adresy na platformie eNauczenie: | |
| Basic literature | students 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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