



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 2025		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	1		Language of instruction		Polish		
Semester of study	2		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 -> Wydziały Politechniki Gdańskiej						
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.		[SU5] Assessment of ability to present the results of task [SU2] Assessment of ability to analyse information [SU1] Assessment of task fulfilment		
Subject contents	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 departmnets 7. Introduction to venture-capital activity 8. Sales activity 9. Prioritization 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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