GDAŃSK UNIVERSITY OF TECHNOLOGY

Subject card

Subject name and code	Principles of Entrepreneurship and Management, PG_00047784
Field of study	Biomedical Engineering

Date of commencement of studies	October 2025	Academic year of realisation of subject	2027/2028
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 -> 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, particularly on marketing and sales organization	[SU1] Assessment of task fulfilment [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 [SK4] Assessment of communication skills, including language correctness [SU2] Assessment of ability to analyse information

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. 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
	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/ example questions/ tasks being completed			
Work placement	Not applicable		

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