



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 2026	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	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 -> Faculties of Gdańsk University of Technology						
Name and surname of lecturer (lecturers)	Subject supervisor	dr hab. inż. Marcin Gnyba					
	Teachers	dr hab. inż. Marcin Gnyba dr inż. Adrian Olejnik mgr inż. Patryk Sokółowski					
Lesson types	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		
Subject contents	Course content – lecture 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	
Example issues/ example questions/ tasks being completed		
Practical activities within the subject	Not applicable	

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