



## Subject card

Subject name and code	Managing an ICT Company, PG_00047686						
Field of study	Informatics						
Date of commencement of studies	October 2026	Academic year of realisation of subject			2028/2029		
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 -> Faculties of Gdańsk University of Technology						
Name and surname of lecturer (lecturers)	Subject supervisor	dr inż. Paweł Jakóbczyk					
	Teachers	dr inż. Paweł Jakóbczyk					
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_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_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 profession	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
	[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
Subject contents	Course content – lecture 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	Subject passing criteria	Passing threshold	Percentage of the final grade
	Midterm colloquium	51.0%	70.0%
	Project	51.0%	30.0%
Recommended reading	Basic literature	students 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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