



Subject card

Subject name and code	Market bases of entrepreneurship, PG_00058936						
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			Optional subject group Humanistic-social subject group		
Mode of study	Part-time studies	Mode of delivery			at the university		
Year of study	3	Language of instruction			Polish		
Semester of study	6	ECTS credits			6.0		
Learning profile	general academic profile	Assessment form			exam		
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. Michał Sobaszek					
	Teachers	dr hab. inż. Michał Sobaszek					
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	6.0		114.0	150	
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	<p>Course content – lecture</p> <ol style="list-style-type: none"> 1. Conditions for a successful business 2. Functional and technical specification 3. Kinds of entrepreneurship 4. Functional diagram of software company 5. Marketing 6. Sources of conflicts between Mktg and R&D departments 7. System for successful software development 8. Sales organization 9. Prioritization 10. Decision making using Markov algorithm 											
Prerequisites and co-requisites	No requirements											
Assessment methods and criteria	<table border="1" data-bbox="448 1061 1477 1167"> <thead> <tr> <th data-bbox="448 1061 799 1099">Subject passing criteria</th> <th data-bbox="804 1061 1139 1099">Passing threshold</th> <th data-bbox="1144 1061 1477 1099">Percentage of the final grade</th> </tr> </thead> <tbody> <tr> <td data-bbox="448 1106 799 1135">Midterm colloquium</td> <td data-bbox="804 1106 1139 1135">51.0%</td> <td data-bbox="1144 1106 1477 1135">70.0%</td> </tr> <tr> <td data-bbox="448 1142 799 1167">Project</td> <td data-bbox="804 1142 1139 1167">30.0%</td> <td data-bbox="1144 1142 1477 1167">30.0%</td> </tr> </tbody> </table>			Subject passing criteria	Passing threshold	Percentage of the final grade	Midterm colloquium	51.0%	70.0%	Project	30.0%	30.0%
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											
Example issues/ example questions/ tasks being completed												
Practical activities within the subject	Not applicable											

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