

Subject card

Subject name and code	Start-up in E-Business, PG_00118979						
Field of study	Economics						
Date of commencement of studies	October 2023	Academic year of realisation of subject				2025/2026	
Education level	undergraduate studies	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				3.0	
Learning profile	academic	Assessment form					
Conducting unit	Zakład Gospodarki Elektronicznej -> Katedra Transportu i Handlu Morskiego -> Faculty of Economics						
Name and surname of lecturer (lecturers)	Subject supervisor		mgr Zuzanna Borda				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	30.0	0.0	0.0	0.0	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		0.0		0.0	30
Subject objectives	The aim of the lectures is to familiarize students with the theory and practice of establishing and managing start-ups in the context of e-business. The lectures are aimed at providing knowledge about the specificity of start-ups, the process of creating a business plan, marketing strategies, financing and legal aspects of running a business. Students will also analyze the differences between traditional business and start-ups and learn about business environment institutions supporting the development of start-ups.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[EKONL3_U13] be able to interact and work in a group (including an international one), assuming various roles within it	The student is able to collaborate in a team, including in an international environment, taking on various roles in startup-related projects.	[SU2] presentation/project/paper/report
	[EKONL3_U02] is able to use the knowledge of theory and data to analyse concrete economic and social processes and phenomena and to analyse these phenomena using methods developed in economics, finance and management sciences	The student can use theoretical knowledge and data to analyze processes in startups, applying methods from economics, finance, and management.	[SU2] presentation/project/paper/report
	[EKONL3_U14] is able to set priorities and plan and organise the tasks involved in their implementation as well as monitor and evaluate progress accordingly	The student is able to plan, organize, and monitor tasks in startup projects, appropriately setting priorities and evaluating progress.	[SU2] presentation/project/paper/report
	[EKONL3_W04] knows the types of economic and social ties and the regularities governing them	The student understands the types of economic and social relationships and their significance in the development of startups.	[SW1] oral statement/conversation/discussion
	[EKONL3_K03] participates in the preparation of economic and social projects, being able to reconcile legal, economic, ecological, political and social requirements	The student participates in the preparation of startup projects, reconciling legal, economic, ecological, political, and social requirements.	[SK2] presentation/project/paper/report
	[EKONL3_K04] is willing to think and act in an entrepreneurial manner; adapts to new situations and conditions, takes on the challenges of creative thinking, is resilient in the face of failure, is able to identify risks and assess the risks of failure	The student is capable of entrepreneurial thinking and action, adapts to changes, takes on creative challenges, demonstrates resilience to failure, and can assess risks and identify threats in startup activities.	[SK1] oral statement/conversation/discussion
	[EKONL3_U06] uses the knowledge acquired in economics, finance and management to solve economic and social dilemmas arising in the professional context	The student can apply knowledge of economics, finance, and management to resolve dilemmas related to startup activities.	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report
	[EKONL3_U10] has the ability to prepare oral presentations, in Polish and in a foreign language, on economic and social issues, using specialist terminology, theoretical approaches, principles of collecting various sources of data, their description and interpretation, and making inferences from scientific literature, and is able to take an active part in a debate	The student can prepare oral presentations on startups, using specialized terminology, data analysis, and conclusions from literature, and actively participate in debates.	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report
Subject contents	<p>Week 1: Introduction to Startups Week 2: Start-ups and traditional business Week 3: Startup business plan Week 4: Business Environment Institutions (BEIs) Week 5: Tools and technologies in e-business Week 6: Legal aspects of start-ups Week 7: Global market analysis and competition monitoring</p>		
Prerequisites and co-requisites	<p>To participate in the subject, students should have basic computer skills. Knowledge of basic IT tools and the ability to effectively use the Internet and office applications are necessary to fully understand the material discussed during lectures and exercises and to perform practical tasks.</p>		

Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	Presentation	51.0%	20.0%
	Businessplan	51.0%	80.0%
Recommended reading	Basic literature	<p>Blank, S., Dorf, B., The Startup Owners Manual: The Step-by-Step Guide for Building a Great Company, K & S Ranch, Pescadero, 2012.</p> <p>Osterwalder, A., Pigneur, Y., Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers, Wiley, Hoboken, 2010.</p> <p>Ries, E., The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses, Crown Business, New York, 2011.</p>	
	Supplementary literature	<p>Furr, N., Ahlstrom, P., Nail It then Scale It: The Entrepreneurs Guide to Creating and Managing Breakthrough Innovation, NISI Institute, 2011.</p> <p>Knapp, J., Zeratsky, J., Kowitz, B., Sprint: How to Solve Big Problems and Test New Ideas in Just Five Days, Simon & Schuster, 2016.</p>	
	eResources addresses	Adresy na platformie eNauczanie:	
Example issues/ example questions/ tasks being completed			
Work placement	Not applicable		

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