

Subject card

Subject name and code	Start-up. Laboratory of Success, PG_00119476						
Field of study	Economics						
Date of commencement of studies	October 2024	Academic year of realisation of subject			2025/2026		
Education level	Bachelor's studies	Subject group			Obligatory subject group in the field of study Optional subject group		
Mode of study	part-time studies	Mode of delivery			at the university		
Year of study	2	Language of instruction			Polish		
Semester of study	4	ECTS credits			2.0		
Learning profile	academic	Assessment form					
Conducting unit	Division of Maritime Economy -> Department of Maritime Transport and Seaborne Trade -> Faculty of Economics -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		dr Ewa Ignaciuk				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	20.0	0.0	0.0	0.0	0.0	20
	E-learning hours included: 0.0						
	Additional information: Lectures with multimedia presentations, case studies						
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	20	0.0		0.0	20	
Subject objectives	The <i>Start up - Success Lab</i> course prepares students to play an active role in the labour market, on both the supply and demand sides of the labour market, including by setting up and running their own start-up.						
Learning outcomes	Course outcome	Subject outcome			Method of verification		
	[EKONL3_W11] knows the general principles for the creation and development of forms of individual entrepreneurship, using knowledge of economics, finance and management sciences	The student knows the rules of creating and developing startups. The student knows the criteria for choosing the legal and organisational form of the business activity he/she is setting up, the sources of its financing and the methods of assessing the profitability of the business project			[SW1] oral statement/ conversation/discussion [SW2] presentation/project/paper/ report		
	[EKONL3_U06] uses the knowledge acquired in economics, finance and management to solve economic and social dilemmas arising in the professional context	The student uses his knowledge of economics, finance and management to solve the economic and social dilemmas associated with the operation of start-ups.			[SU1] oral statement/conversation/ discussion [SU2] presentation/project/paper/ report		

Subject contents	<p>1. Organisational and legal forms of doing business in Poland</p> <p>2. Formalising the business of start-ups</p> <p>3. The cost of running a startup</p> <p>4. Start-up funding</p> <p>5. Employment in start-ups</p> <p>6. Marketing in startups</p>								
Prerequisites and co-requisites									
Assessment methods and criteria	<table border="1"> <thead> <tr> <th data-bbox="456 622 786 651">Subject passing criteria</th> <th data-bbox="799 622 1139 651">Passing threshold</th> <th data-bbox="1152 622 1482 651">Percentage of the final grade</th> </tr> </thead> <tbody> <tr> <td data-bbox="456 658 786 779">The lecture score consists of: (1) preparing a business plan and giving an investor speech (80%) and (2) lecture activity credits (20%)</td> <td data-bbox="799 658 1139 779">51.0%</td> <td data-bbox="1152 658 1482 779">100.0%</td> </tr> </tbody> </table>	Subject passing criteria	Passing threshold	Percentage of the final grade	The lecture score consists of: (1) preparing a business plan and giving an investor speech (80%) and (2) lecture activity credits (20%)	51.0%	100.0%		
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Recommended reading	<p>Basic literature</p>	<p>Mikołajczyk K., Nawojczyk D., Start-up po polsku. Jak założyć i rozwinąć dochodowy e-biznes, Wydawnictwo Helion, Gliwice 2013.</p> <p>Blank S., Dorf B., Podręcznik startupu. Budowa wielkiej firmy krok po kroku, Wydawnictwo Helion, Gliwice 2013.</p> <p>Start-up a uwarunkowania sukcesu: wymiar teoretyczno-praktyczny, red. A. Kałowski, J. Wysocki, Szkoła Główna Handlowa - Oficyna Wydawnicza, Warszawa 2017.</p>							
	<p>Supplementary literature</p>	<p>Thomason W., Startup od A do Z. Praktyczny poradnik dla początkujących przedsiębiorców, Wydawnictwo Will Thomason, 2023.</p> <p>Kander D., Start up. Postaw wszystko na jedną firmę, Studio Emka, Warszawa 2015.</p> <p>Skuza A., Przedsiębiorczość zorganizowana. Startupy, inwestorzy, pieniądze, Wydawnictwo Helion, Gliwice 2015.</p> <p>Mućko P., Sokół A., Jak założyć i prowadzić działalność gospodarczą w Polsce i w wybranych krajach europejskich, CEDEWU, Wydanie IX, Warszawa 2018.</p> <p>Ignaciuk E., Różne oblicza ludzkiej pracy, s. 7-15 [w:] Wybrane zagadnienia z zakresu przedsiębiorczości i zarządzania finansami, red. M. Markiewicz i A. Borowicz, Dom Wydawniczy i Handlowy ELIPSA, Warszawa 2020.</p>							
	<p>eResources addresses</p>	<p>Adresy na platformie eNauczanie:</p>							
Example issues/ example questions/ tasks being completed									
Work placement	<p>Not applicable</p>								

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