

Subject card

Subject name and code	Start-up in E-Business, PG_00118979						
Field of study	Economics						
Date of commencement of studies	October 2024	Academic year of realisation of subject			2026/2027		
Education level	Bachelor's studies	Subject group			Obligatory subject group in the field of study		
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			exam		
Conducting unit	Division of Electronic Economy -> Department of Maritime Transport and Seaborne Trade -> Faculty of Economics -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		dr 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_W04] knows the types of economic and social ties and the regularities governing them	Students will prepare a start-up project in groups, starting from creating a business plan through preparing an investor presentation.	[SW2] 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	Students will prepare a start-up project in groups, starting from creating a business plan through preparing an investor presentation.	[SU2] 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	Students will prepare a start-up project in groups, starting from creating a business plan through preparing an investor presentation.	[SU2] presentation/project/paper/report
	[EKONL3_U13] be able to interact and work in a group (including an international one), assuming various roles within it	Students will prepare a start-up project in groups, starting from creating a business plan through preparing an investor presentation.	[SU2] 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	Students will prepare a start-up project in groups, starting from creating a business plan through preparing an investor presentation.	[SK2] presentation/project/paper/report
	[EKONL3_K03] participates in the preparation of economic and social projects, being able to reconcile legal, economic, ecological, political and social requirements	Students will prepare a start-up project in groups, starting from creating a business plan through preparing an investor presentation.	[SK2] 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	Students will prepare a start-up project in groups, starting from creating a business plan through preparing an investor presentation.	[SU2] presentation/project/paper/report
	[EKONL3_U14] is able to set priorities, plan and organize the implementation of individual and team tasks, as well as monitor and evaluate progress in achieving set goals.	Students will prepare a start-up project in groups, starting from creating a business plan through preparing an investor presentation.	[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
	Businessplan	51.0%	80.0%
	Presentation	51.0%	20.0%
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		
Example issues/ example questions/ tasks being completed			
Work placement	Not applicable		

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