

**Subject card**

<b>Subject name and code</b>	Startups design, PG_00052427						
<b>Field of study</b>	Chemical Business						
<b>Date of commencement of studies</b>	October 2024	<b>Academic year of realisation of subject</b>				2025/2026	
<b>Education level</b>	Bachelor's studies	<b>Subject group</b>				Obligatory subject group in the field of study	
<b>Mode of study</b>	full-time studies	<b>Mode of delivery</b>				at the university	
<b>Year of study</b>	2	<b>Language of instruction</b>				Polish Polish	
<b>Semester of study</b>	3	<b>ECTS credits</b>				1.0	
<b>Learning profile</b>	academic	<b>Assessment form</b>				credit	
<b>Conducting unit</b>	Department of Macroeconomics -> Faculty of Economics -> Rector						
<b>Name and surname of lecturer (lecturers)</b>	<b>Subject supervisor</b>		dr hab. Marek Szczepaniec				
	<b>Teachers</b>		dr hab. Marek Szczepaniec				
<b>Lesson types</b>	<b>Lesson type</b>	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	<b>Number of study hours</b>	15.0	0.0	0.0	0.0	0.0	15
	E-learning hours included: 0.0						
<b>Learning activity and number of study hours</b>	<b>Learning activity</b>	Participation in didactic classes included in study plan		Participation in consultation hours		Self-study	SUM
	<b>Number of study hours</b>	15		2.0		8.0	25
<b>Subject objectives</b>	The aim of the course is to acquire basic knowledge in the field of establishing and operating start-ups.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[BCHINŻ_W01] Describes the relationship between the economy and the functioning of the chemical industry.	He knows how companies from the chemical and pharmaceutical industries operate on the market.	[SW4] test/exam - oral or written [SW2] presentation/project/paper/report
	[BCHINŻ_W12] Has basic knowledge of man as an entity creating economic structures in the chemical business and has elementary knowledge of the principles and motives of human action in these structures.	He knows what personal traits an entrepreneur should have.	[SW4] test/exam - oral or written [SW2] presentation/project/paper/report
	[BCHINŻ_U12] Is able to participate in the analyses and evaluation of alternative solutions to economic problems and choose methods and instruments to rationally resolve them.	Knows how to analyze the market: demand, supply and prices.	[SU2] presentation/project/paper/report [SU4] test/exam - oral or written
	[BCHINŻ_K06] Is familiar with the general principles of creating and operating forms of individual entrepreneurship.	Knows what the process of starting your own business looks like.	[SK2] presentation/project/paper/report [SK4] test/exam - oral or written
	[BCHINŻ_U11] Uses the acquired economic knowledge in undertaking independent business activities and resolving dilemmas of professional work.	Is able to make decisions regarding: products, prices, distribution and promotion.	[SU2] presentation/project/paper/report [SU4] test/exam - oral or written
	[BCHINŻ_W09] Describes the principles of creating and developing forms of individual entrepreneurship using knowledge of economics.	Is able to prepare a business plan.	[SW2] presentation/project/paper/report [SW3] text preparation/written work
	[BCHINŻ_K01] Identifies the level of her/his own knowledge and skills as well as the need to update engineering knowledge, continuous professional training and personal development.	Understands the need to update knowledge about entrepreneurship.	[SK2] presentation/project/paper/report [SK4] test/exam - oral or written
	[BCHINŻ_K03] Independently sets or implements a set action plan specifying priorities for its implementation; critically assesses its progress.	Is able to prepare a plan to create a start-up.	[SK2] presentation/project/paper/report [SK4] test/exam - oral or written

Subject contents	<p>1. Entrepreneur</p> <p>2. Market analysis</p> <p>3. Target groups - individual and business customers</p> <p>4. Product/service policy</p> <p>5. Pricing policy</p> <p>6. Distribution system</p> <p>7. Communication system</p> <p>8. Business financing</p> <p>9. Internationalization of the enterprise</p> <p>10. Corporate social responsibility (CSR)</p> <p>11. Test</p> <p>12-13. Business plan</p>											
Prerequisites and co-requisites	No requirements											
Assessment methods and criteria	<table border="1"> <thead> <tr> <th data-bbox="448 1180 794 1216">Subject passing criteria</th> <th data-bbox="794 1180 1141 1216">Passing threshold</th> <th data-bbox="1141 1180 1477 1216">Percentage of the final grade</th> </tr> </thead> <tbody> <tr> <td data-bbox="448 1216 794 1252">Business plan</td> <td data-bbox="794 1216 1141 1252">51.0%</td> <td data-bbox="1141 1216 1477 1252">50.0%</td> </tr> <tr> <td data-bbox="448 1252 794 1285">Test</td> <td data-bbox="794 1252 1141 1285">51.0%</td> <td data-bbox="1141 1252 1477 1285">50.0%</td> </tr> </tbody> </table>			Subject passing criteria	Passing threshold	Percentage of the final grade	Business plan	51.0%	50.0%	Test	51.0%	50.0%
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Recommended reading	Basic literature	<p>Start-up and development of enterprises. How to start your own business and achieve success? Ed. Szczepaniec M., Kulawczuk P., Sierpińska M., Ed. UG, Gdańsk 2024.</p> <p>J. Cieśliak, Entrepreneurship for ambitious people. How to start your own business. Academic and Professional Publishing Houses, Warsaw 2010.</p>										
	Supplementary literature	M. Szczepaniec, P. Kulawczuk, T. Jurkiewicz, Behavioral finance of micro, small and medium-sized enterprises. How to avoid mistakes in business and make optimal decisions. Ed. UG, Gdańsk 2021.										
	eResources addresses											

Example issues/ example questions/ tasks being completed	Legal forms of business activity  Preparation of a product/service offer  Pricing  Construction of a distribution system  Marketing communication  Sources of financing
Work placement	Not applicable

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