

**Subject card**

<b>Subject name and code</b>	Startups design, PG_00052428						
<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>			2.0		
<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>	0.0	30.0	0.0	0.0	0.0	30
	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>	30		5.0		15.0	50
<b>Subject objectives</b>	The aim of the course is to acquire basic knowledge in the field of establishing and operating startups.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[BCHINŻ_K06] Is familiar with the general principles of creating and operating forms of individual entrepreneurship.	Knows what the process is like starting your own business.	[SK1] oral statement/conversation/discussion [SK2] presentation/project/paper/report
	[BCHINŻ_W09] Describes the principles of creating and developing forms of individual entrepreneurship using knowledge of economics.	Can prepare a business plan.	[SW1] oral statement/conversation/discussion [SW2] presentation/project/paper/report
	[BCHINŻ_U11] Uses the acquired economic knowledge in undertaking independent business activities and resolving dilemmas of professional work.	Can make decisions regarding: products, prices, distribution and promotion.	[SU1] oral statement/conversation/discussion [SU2] 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.	Knows what character traits an entrepreneur should have.	[SW1] oral statement/conversation/discussion [SW2] presentation/project/paper/report
	[BCHINŻ_W01] Describes the relationship between the economy and the functioning of the chemical industry.	Knows how companies in the chemical and pharmaceutical industries operate in the market.	[SW1] oral statement/conversation/discussion [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.	Is able to analyze the market: demand, supply and prices.	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report
	[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.	[SK1] oral statement/conversation/discussion [SK2] presentation/project/paper/report
[BCHINŻ_K03] Independently sets or implements a set action plan specifying priorities for its implementation; critically assesses its progress.	Can prepare a plan creating a start-up.	[SK1] oral statement/conversation/discussion [SK2] presentation/project/paper/report	
Subject contents	<ol style="list-style-type: none"> <li>1. Entrepreneur</li> <li>2. Market Analysis</li> <li>3. Target Groups - Individual and Business Customers</li> <li>4. Product/Service Policy</li> <li>5. Pricing Policy</li> <li>6. Distribution System</li> <li>7. Communication System</li> <li>8. Business Financing</li> <li>9. Internationalization of the Enterprise</li> <li>10. Corporate Social Responsibility (CSR)</li> <li>11. -12. Business Plan - Presentations</li> </ol>		
Prerequisites and co-requisites	No requirements		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	Business plan	51.0%	100.0%
Recommended reading	Basic literature	<p>Start and Development of Enterprises. How to Start Your Own Business and Achieve Success? Edited by M. Szczepaniec, P. Kulawczuk, M. Sierpińska, University of Gdańsk Press, Gdańsk 2024.</p> <p>J. Cieślík, Entrepreneurship for the Ambitious. How to Launch Your Own Business. Academic and Professional Publishers, Warsaw 2010.</p>	
	Supplementary literature	M. Szczepaniec, P. Kulawczuk, T. Jurkiewicz, Behavioral Finance of Micro, Small, and Medium Enterprises. How to Avoid Mistakes in Business and Make Optimal Decisions. University of Gdańsk Press, Gdańsk 2021.	
	eResources addresses		

Example issues/ example questions/ tasks being completed	Legal Forms of Business Activity Preparation of Product/Service Offers Pricing Determination Building a Distribution System Marketing Communication Sources of Business Financing
Work placement	Not applicable

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