

Subject card

Subject name and code	Profitability of IT Ventures, PG_00136752						
Field of study	Informatics and Econometrics						
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 Subject group related to scientific research 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		2.0		
Learning profile	academic		Assessment form		credit		
Conducting unit	Department of Investment and Real Estate -> Faculty of Management -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		dr hab. Anna Wojewnik-Filipkowska				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	15.0	15.0	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		5.0		15.0	50
Subject objectives	Systematization and deepening of theoretical knowledge in evaluating the financial effectiveness of investment projects, along with practical guidance and proposed solutions to common problems. Understanding the process of preparing an investment project. Learning and comprehending the process of developing financial models used for making investment decisions and assessing financial effectiveness. In particular, the course aims to prepare students for careers related to real estate management.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[liEL3_W04] The student has advanced knowledge of mathematical, statistical, econometric and computer methods of obtaining, processing and analysing data depicting the functioning and development of the national economy and its elements, as well as the phenomena and processes occurring in their environment.	Knows advanced mathematical, statistical, econometric, and IT methods that enable the acquisition, processing, and analysis of data, which is crucial for assessing the effectiveness and risk of investment projects.	[SW4] test/exam - oral or written [SW5] implementation of a problem task
	[liEL3_U02] The student is able to acquire basic information about economic processes and phenomena by direct observation, planned experiment or database queries, and collect and process it using modern information technology tools.	Can obtain key information about economic processes and phenomena through observation, experiments, or database analysis, and then collect and process this data using modern IT tools, which is essential in preparing investments.	[SU4] test/exam - oral or written [SU5] implementation of a problem task
	[liEL3_K01] The student understands the need to constantly supplement and deepen acquired knowledge; is open to new ideas and teaching methods.	Understands the need for continuous knowledge expansion and is open to new ideas and methods, especially in the context of innovative approaches to preparing and evaluating investment projects.	[SK4] test/exam - oral or written [SK5] implementation of a problem task
	[liEL3_K02] The student can communicate with the public on computer science and econometrics topics in and outside the workplace, communicate his knowledge and share his skills through various media.	Can effectively communicate on topics related to IT and econometrics both in the workplace and beyond, and share knowledge and skills in the context of preparing and implementing investment projects.	[SK4] test/exam - oral or written [SK5] implementation of a problem task
	[liEL3_U03] The student is able to identify institutional-legal and social constraints on the functioning of economic structures and institutions and reflect them in modelling, forecasting and optimization.	Can identify institutional, legal, and social constraints that affect the functioning of economic structures and institutions, and take them into account in modeling and optimizing investment projects.	[SU4] test/exam - oral or written [SU5] implementation of a problem task
	[liEL3_W06] The student knows the general principles of business, including the ways of its initiation, the organizational and legal framework, and methods of assessing its effectiveness.	Has in-depth knowledge of the principles of running a business, including methods of initiation, organizational frameworks, and efficiency assessment, with a focus on applying these principles to the preparation of investment projects.	[SW4] test/exam - oral or written [SW5] implementation of a problem task

Subject contents	Lecture Topics		
	1.	Types of Investment Projects, Investment Project Cycle, and Types of Pre-Investment Studies: This includes a detailed discussion on the different stages of an investment project and the types of decisions required at various stages.	
	2.	Purpose, Content, and Functions of a Feasibility Study for Investment Projects: This involves understanding the role and structure of feasibility studies in investment decision-making.	
	3.	Specifics of IT Projects as Investment Projects: An exploration of the unique aspects and challenges of IT-related investment projects.	
	4.	Basic Aspects of Profitability Analysis and the Concept of Investment Project Evaluation: This covers the importance of assumptions in projects and the principles of creating a financial model within feasibility studies.	
	5.	Scope, Objectives, Principles, and Types of Profitability Analysis for Investment Projects: This includes both static and dynamic methods of profitability calculation.	
	6.	Types and Calculation Methods of Cash Flows (FCFF, FCFE): Detailed examination of free cash flows for the firm and equity.	
	7.	Specifics of Evaluating Development Projects, Non-Financial Effects of IT Projects, Uncertainty, and Risk: Focuses on assessing the broader impacts and risks associated with IT projects.	
	Computer Lab Topics		
	1.	Concept of an IT Investment Project: Introduction to planning and conceptualizing IT investment projects.	
2.	Planning Assumptions for the IT Project Model: This includes creating assumptions for the financial and operational aspects of the project.		
3.	Planning Production/Service Capacity, Revenue, and Costs: Detailed planning for production or service capacity, along with revenue and cost forecasting.		
4.	Planning Investment Expenditures, Selecting Financing Sources, and Estimating Costs (Continued): Further exploration of investment expenditure planning and financing options.		
5.	Financial Statement Forecasting for Financial Model Evaluation of Profitability: Creating financial projections to assess project profitability.		
6.	Evaluating the Profitability of Investment Projects Using Standard (FCFF) and Ownership (FCFE) Approaches: This involves building multi-scenario models.		
7.	Investment Project Risk Assessment and Analysis Conclusions: Final steps in evaluating the risks associated with the project and drawing conclusions from the analysis.		
Prerequisites and co-requisites			
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	test/exam - oral or written	51.0%	50.0%
	implementation of a problem task	51.0%	50.0%

Recommended reading	Basic literature	1. Behrens W., Hawranek P.M., Poradnik przygotowania przemysłowych studiów feasibility. Wydawnictwo UNIDO, Warszawa 1993. 2. Nawrocka E., Szczepaniak K., Welzant K., Wojewnik-Filipkowska A., Inwestycje przedsiębiorstw w niepewnych warunkach rynkowych, CeDeWu, 2022, s. 13-80; s. 187-208. 3. Rymarzak M. (red.), Zarządzanie inwestycjami i nieruchomościami - wybrane problemy, Fundacja Rozwoju Uniwersytetu Gdańskiego, Gdańsk 2011, s. 85-131.
	Supplementary literature	1. Dziworska K., Decyzje inwestycyjne przedsiębiorstw. Wydawnictwo Uniwersytetu Gdańskiego, Gdańsk 2000. 2. Krzymowski B., Excel 2003 PL Poradnik dla nieinformatyków, HELP, 2004. 3. Marcinek K. Wprowadzenie do inwestowania. Wydawnictwo Uniwersytetu Ekonomicznego w Katowicach Katowice, 2014
	eResources addresses	
Example issues/ example questions/ tasks being completed		
Work placement	Not applicable	

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