

Subject card

Subject name and code	Creation and Development of Startups, PG_00156680						
Field of study	Informatics and Econometrics						
Date of commencement of studies	October 2024		Academic year of realisation of subject		2025/2026		
Education level	Master'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	part-time studies		Mode of delivery		at the university		
Year of study	2		Language of instruction		Polish		
Semester of study	4		ECTS credits		1.0		
Learning profile	academic		Assessment form		credit		
Conducting unit							
Name and surname of lecturer (lecturers)	Subject supervisor		mgr Wojciech Drewczyński				
	Teachers		mgr Wojciech Drewczyński				
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	0.0	9.0	0.0	0.0	0.0	9
	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	9		5.0		15.0	29
Subject objectives	The aims of the course are to: - familiarize students with the forms of conducting business activity in Poland; - familiarize students with the forms of financing business activity in Poland and acquiring investment capital; - master the skills of practical application of the "Business Model Canvas" methodology; - master the skills of practical application of the "Disciplined Entrepreneurship" methodology; - master the skills of practical creation of materials related to the implemented venture.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[liEMU2_W07] The student has an extended and established knowledge of ethical norms applicable to business, good practices for its conduct and legal regulations for the protection of intellectual property. The student has an extended knowledge of the risks and responsibilities associated with the computerization of business processes. The student knows the principles of netiquette.	Knows the legal regulations and ethical norms relevant to startup activity, including the principles of intellectual property protection.	[SW2] presentation/project/paper/report
	[liEMU2_U03] The student is able to identify, to an in-depth degree, the institutional-legal and social constraints on the functioning of economic structures and institutions and reflect them in modeling, forecasting and optimization.	Is able to identify legal and institutional limitations affecting the functioning of a startup.	[SU2] presentation/project/paper/report
	[liEMU2_K05] The student can think and act in an entrepreneurial manner and flexibly adapt to changing environmental conditions. Thinks creatively and can go beyond the usual patterns.	Is able to think and act entrepreneurially, taking a creative approach to identifying and solving business problems.	[SK2] presentation/project/paper/report
	[liEMU2_K02] The student can communicate freely with the public on specialised topics in the field of computer science and econometrics in and outside the workplace, communicate his knowledge and share his skills through various media. Culturally participates in discussions, is not afraid to ask questions and knows how to give constructive criticism.	Is able to communicate assumptions and defend them with arguments.	[SK2] presentation/project/paper/report
	[liEMU2_K01] The student understands the need for continuous completion and deepening of acquired knowledge. The student inspires and organizes others' learning processes.	Understands the need for independent continuous learning about the startup market and sharing knowledge with the group.	[SK2] presentation/project/paper/report
	[liEMU2_W03] The student has an in-depth knowledge of man as a subject who creates economic structures and institutions.	Understands the role of an entrepreneur as an entity that creates market structures and institutions within the startup ecosystem.	[SW2] presentation/project/paper/report
	[liEMU2_U09] The student has an in-depth ability to prepare written works, oral speeches and multimedia presentations on the functioning and growth of the national economy and its components, the course of complex economic phenomena and processes, the acquisition of data about them, their collection, processing and analysis with the help of modern mathematical, statistical, econometric and IT tools, as well as their use in modeling, forecasting and optimization.	Is able to prepare their own presentation and deliver it to an audience.	[SU2] presentation/project/paper/report

Subject contents	Lecture Topics: 1. History of the startup market in Poland and worldwide. 2. Components of the startup ecosystem. 3. Startup creation methodologies: Lean Startup, Lean Canvas, Business Model Canvas. 4. Startup creation methodologies: Customer Development, Disciplined Entrepreneurship. 5. Stages of startup development and financing. 6. Creating a low-budget startup. 7. Incubators and acceleration programs. 8. Pivoting and startup failures. 9. Startup growth and international expansion. 10. Cooperation between startups and corporations. 11. Sources of startup financing. 12. Negotiations with investors. 13. Investment agreement clauses.		
Prerequisites and co-requisites	Basic knowledge of the functioning of enterprises operating on the basis of information technologies.		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	Credit presentation	51.0%	100.0%
Recommended reading	Basic literature	1. Podręcznik startupu, Blank Steve, Dorf Bob, Wydawnictwo Helion 2.Przedsiębiorczość zdyscyplinowana. Od startupu do sukcesu w 24 krokach, Aulet Bill, Wydawnictwo OnePress 3.Metoda Running Lean, Ries Eric, Wydawnictwo Onepress 4. Korpostartup. Efektywna współpraca korporacji ze startupami. Wojciech Drewczyński, Wydawnictwo HELION 2018	
	Supplementary literature	1.Jednym kliknięciem. Historia Jeffa Bezosa i rosnącej potęgi Amazon, Brandt. L. Richard, Wydawnictwo OnePress 2. Google Story, Vise A. David, Malseed Mark, Wydawnictwo Dell Publishing 3. The Facebook Effect, Kirkpatrick David, Wydawnictwo Material 2011 4. Zasady strategii. Pięć ponadczasowych lekcji. Bil Gates, Andy Grove i Steve Jobs, Yoffie David, Cusumano Michael, Dom Wydawniczy REBIS	
	eResources addresses		
Example issues/ example questions/ tasks being completed	1. Capital and Financing 2. Talent and Competences 3. Market and Internationalization 4. Ecosystem and Institutional Environment 5. Geopolitics and Macroeconomics		
Work placement	Not applicable		

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