

Subject card

Subject name and code	Economics of a technological enterprise, PG_00080903						
Field of study	Chemical Business						
Date of commencement of studies	February 2026		Academic year of realisation of subject		2025/2026		
Education level	Master's studies		Subject group		Obligatory subject group in the field of study Humanistic-social subject group 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	1		Language of instruction		Polish		
Semester of study	1		ECTS credits		3.0		
Learning profile	academic		Assessment form		credit		
Conducting unit	Faculty of Economics -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		dr hab. Przemysław Kulawczuk				
	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		15.0		30.0	75
Subject objectives	Educational goals- presentation of organizational and legal forms and ownership forms of technological enterprises, -familiarization with the principles of developing development strategies of technological enterprises, -learning the principles of market product design and customer value designinternational, - becoming familiar with modern principles of business process integration andtechnological and strongly motivating acquisition of human capital for the needs of the enterprisetchnological,						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[BCHMU2_W07] Knows and understands legal and economic systems of organization and management of human resources, patent information and intellectual property resources related to the chemical industry and other sectors of the economy.	Knows and understands legal and economic systems of organization and management of human resources, patent information and intellectual property resources in technological enterprises.	[SW1] oral statement/ conversation/discussion [SW2] presentation/project/paper/ report
	[BCHMU2_U05] Is able to choose and apply, based on the literature of chemical sciences in Polish and English, appropriate methods and tools for solving problems in chemistry and related sciences.	Is able to select and apply, based on the literature on chemical sciences in Polish and English, appropriate technologies for a technological enterprise.	[SU1] oral statement/conversation/ discussion [SU2] presentation/project/paper/ report
	[BCHMU2_W03] Knows and understands the legal and administrative procedures in chemistry and correctly interprets their international dimension.	Knows and understands in-depth legal and administrative procedures in chemical technology companies and properly interprets their international dimension.	[SW1] oral statement/ conversation/discussion [SW2] presentation/project/paper/ report
	[BCHMU2_W05] Knows and understands the main trends in the development of chemistry combined with economics as two interpenetrating scientific disciplines.	Knows and understands the main directions of development of technological enterprises with a chemical profile.	[SW1] oral statement/ conversation/discussion [SW2] presentation/project/paper/ report
	[BCHMU2_K07] Is willing to conduct business and develop the enterprise, taking into account the principles of its establishment and functioning.	Is ready to run a business and develop an enterprise, taking into account the principles of their creation and operation in the technology industry.	[SK1] oral statement/conversation/ discussion [SK2] presentation/project/paper/ report
	[BCHMU2_W02] Knows and understands the axiological conditions regarding the use of modern measuring techniques and instruments as well as IT tools in chemistry, including economic aspects.	Knows and understands the axiological conditions regarding the use of modern measurement techniques and instruments as well as IT tools in technological enterprises.	[SW1] oral statement/ conversation/discussion [SW2] presentation/project/paper/ report
Subject contents	1. Introduction to the economics of technological enterprises from the point of view of the specificity of this group of enterprises 2. Organizational, legal and ownership solutions when designing a technological company 3. Entry and exit from a technological investment 4. Market design of products and values for international customers 5. Building a development strategy of the enterprise technological in international terms. Business goals 6. Integration of business and technological processes in a technology enterprise 7. Motivating employees of technology companies. Employee stock option programs in the technology sector 8. Technique of entering the stock exchange and issuing capital by a technology company. Consequences 9. Policy of technology enterprises in terms of prices, margins and profitability 10. Building cooperation and competing in the technology sector. Strategic alliances and cooperation agreements 11. Promotion of a technology company and its participation in building markets 12. Security management of a technology company (IP issues, protection against crime, abuse, etc.)		
Prerequisites and co-requisites	A. Formal requirements none B. Entry requirements none		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	Activity in classes 30%, Presentation quality 70% Task final written tests consisting of on developing an entry strategy to the foreign market by technology company	51.0%	100.0%

Recommended reading	Basic literature	A. Literature required for the final pass of the courseA.1. used during classes: 1. Marketing eksportowy małych i średnich przedsiębiorstw w Regionie Południowego Bałtyku, praca zbiorowa pod red. H. Treder i P. Kulawczuka, Wydawnictwo Uniwersytetu Gdańskiego, Gdańsk 2012 2. Przedsiębiorczość intelektualna i technologiczna XXI wieku, praca zbiorowa pod red. M. Bąka i P. Kulawczuka, Krajowa Izba Gospodarcza, Warszawa 2009 3. M. Cardullo, Technological Entrepreneurism, Research Studies Press, Baldock 1999 4. Modele biznesowe budowy i rozwoju firm spin off na podbudowie szkoły wyższej, praca zbiorowa, IBnDiPP, Warszawa 2010
	Supplementary literature	A.2. studied independently by the student1 . Electronic publications provided or indicated by the instructor 2. Poradnik eksportera z IP dla MSP, Warszawa 2010, red. M. Bąk, P. Kulawczuk B. Literatura uzupełniająca 1. Dean A. Shepherd, Michel P. Peters, Robert D. Hisrich, Entrepreneurship, Irwin Professional, 2007
	eResources addresses	
Example issues/ example questions/ tasks being completed	Agile project management techniques in a technology company Stock options programs Strategies for entering foreign markets by technology companies Creative creation/modification of products Going public on the national stock exchange and Nasdaq	
Work placement	Not applicable	

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