University of Gdańsk

Subject card

Subject name and code	Start-up. Laboratory of Success, PG_00169794					
Field of study	Economics					
Date of commencement of studies	October 2025		Academic year of realisation of subject		2026/2027	
Education level	Bachelor's studies		Subject group		Obligatory subject group in the field of study Optional subject group	
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		2.0	
Learning profile	academic		Assessment form			
Conducting unit	Division of Maritime Economy -> Department of Maritime Transport and Seaborne Trade -> Faculty of Economics -> Rector					
Name and surname of lecturer (lecturers)	Subject supervisor		dr Ewa Ignaciuk			
	Teachers					

Lesson types						
Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
Number of study hours	20.0	0.0	0.0	0.0	0.0	20
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	20	7.0	23.0	50

Subject objectives	The *Start up - Success Lab* course prepares students to play an active role in the labour market, on both the supply and demand sides of the labour market, including by setting up and running their own start-up.

Learning outcomes

Course outcome	Subject outcome	Method of verification
[EKONL3_U06] uses the knowledge acquired in economics, finance and management to solve economic and social dilemmas arising in the professional context	The student uses his knowledge of economics, finance and management to solve the economic and social dilemmas associated with the operation of start-ups.	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report
[EKONL3_W11] knows the general principles for the creation and development of forms of individual entrepreneurship, using knowledge of economics, finance and management sciences	The student knows the rules of creating and developing startups. The student knows the criteria for choosing the legal and organisational form of the business activity he/she is setting up, the sources of its financing and the methods of assessing the profitability of the business project (projects are discussed and approved during consultations with the course instructor)	[SW1] oral statement/conversation/discussion [SW2] presentation/project/paper/report

Subject contents	1. Organisational and legal forms of doing business in Poland 2. Formalising the business of start-ups 3. The cost of running a startup 4. Start-up funding 5. Employment in start-ups 6. Marketing in startups
Prerequisites and co-requisites	
Assessment methods and criteria	see table below

Subject passing criteria	Passing threshold	Percentage of the final grade
The lecture score consists of: (1) preparing a business plan and giving an investor speech (80%) and (2) lecture activity credits (20%)	51.0%	100.0%

Recommended reading		
	Basic literature	Mikołajczyk K., Nawojczyk D., Start-up po polsku. Jak założyć i rozwinąć dochodowy e-biznes, Wydawnictwo Helion, Gliwice 2013. Blank S., Dorf B., Podręcznik startupu. Budowa wielkiej firmy krok po kroku, Wydawnictwo Helion, Gliwice 2013. Start-up a uwarunkowania sukcesu: wymiar teoretyczno-praktyczny, red. A. Kałowski, J. Wysocki, Szkoła Główna Handlowa - Oficyna Wydawnicza, Warszawa 2017.
	Supplementary literature	Thomason W., Startup od A do Z. Praktyczny poradnik dla początkujących przedsiębiorców, Wydawnictwo Will Thomason, 2023. Kander D., Start up. Postaw wszystko na jedną firmę, Studio Emka, Warszawa 2015. Skuza A., Przedsiębiorczość zorganizowana. Startupy, inwestorzy, pieniądze, Wydawnictwo Helion, Gliwice 2015. Mućko P., Sokół A., Jak założyć i prowadzić działalność gospodarczą w Polsce i w wybranych krajach europejskich, CEDEWU, Wydanie IX, Warszawa 2018. Ignaciuk E., Różne oblicza ludzkiej pracy, s. 7-15 [w:] Wybrane zagadnienia z zakresu przedsiębiorczości i zarządzania finansami, red. M. Markiewicz i A. Borowicz, Dom Wydawniczy i Handlowy ELIPSA, Warszawa 2020.
	eResources addresses	Adresy na platformie eNauczanie:

Example issues/ example questions/ tasks being completed	**1) Unregistered Business Activity** (Conditions for conducting unregistered business activity) **2) Types of Organizational and Legal Forms of Business Activity:** a) Registered Partnership b) Professional Partnership c) Limited Partnership d) Limited Joint-Stock Partnership e) Joint-Stock Company and Simple Joint-Stock Company f) Limited Liability Company g) Civil Law Partnership h) Sole Proprietorship (private enterprise of a natural person) **Key differences include:** • Required capital for registering each form of business • Scope of liability for company debts • Legal regulations governing operations (Civil Code vs. Commercial Companies Code) • Method of establishment and registration (CEIDG vs. KRS)
Work placement	Not applicable

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