

## Subject card

|                                             |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                                                          |                                         |                                     |         |                                                |     |
|---------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------|-----------------------------------------|-------------------------------------|---------|------------------------------------------------|-----|
| Subject name and code                       | Start-up in E-Business, PG_00169964                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                                                          |                                         |                                     |         |                                                |     |
| Field of study                              | Economics                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                                                          |                                         |                                     |         |                                                |     |
| Date of commencement of studies             | October 2025                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                                                          | Academic year of realisation of subject |                                     |         | 2027/2028                                      |     |
| Education level                             | Bachelor's studies                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                                                          | Subject group                           |                                     |         | Obligatory subject group 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                            |                                     |         | 3.0                                            |     |
| Learning profile                            | academic                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                                                          | Assessment form                         |                                     |         |                                                |     |
| Conducting unit                             | Division of Electronic Economy -> Department of Maritime Transport and Seaborne Trade -> Faculty of Economics -> Rector                                                                                                                                                                                                                                                                                                                                                                                                                   |                                                          |                                         |                                     |         |                                                |     |
| Name and surname of lecturer (lecturers)    | Subject supervisor                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                                                          | mgr Zuzanna Borda                       |                                     |         |                                                |     |
|                                             | 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                                                       |                                         | 10.0                                |         | 35.0                                           | 75  |
| Subject objectives                          | The aim of the lectures is to familiarize students with the theory and practice of establishing and managing start-ups in the context of e-business. The lectures are aimed at providing knowledge about the specificity of start-ups, the process of creating a business plan, marketing strategies, financing and legal aspects of running a business. Students will also analyze the differences between traditional business and start-ups and learn about business environment institutions supporting the development of start-ups. |                                                          |                                         |                                     |         |                                                |     |

| Learning outcomes | Course outcome                                                                                                                                                                                                                                                                                                                                                                 | Subject outcome                                                                                                                                                                                       | Method of verification                  |
|-------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------|
|                   | [EKONL3_U14] is able to set priorities and plan and organise the tasks involved in their implementation as well as monitor and evaluate progress accordingly                                                                                                                                                                                                                   | The student is able to set priorities, plan and organize tasks related to the creation and development of a start-up in the e-business environment, as well as monitor and evaluate project progress. | [SU2] presentation/project/paper/report |
|                   | [EKONL3_W04] knows the types of economic and social ties and the regularities governing them                                                                                                                                                                                                                                                                                   | The student knows the types of economic and social relations relevant to the creation and development of e-business start-ups and understands the mechanisms that govern them.                        | [SW2] presentation/project/paper/report |
|                   | [EKONL3_U02] is able to use the knowledge of theory and data to analyse concrete economic and social processes and phenomena and to analyse these phenomena using methods developed in economics, finance and management sciences                                                                                                                                              | The student can use theoretical knowledge and data to analyze processes related to the operation and scaling of start-ups in a digital environment.                                                   | [SU2] presentation/project/paper/report |
|                   | [EKONL3_U06] uses the knowledge acquired in economics, finance and management to solve economic and social dilemmas arising in the professional context                                                                                                                                                                                                                        | The student applies knowledge of economics, finance, and management to solve problems arising in the course of start-up projects.                                                                     | [SU2] presentation/project/paper/report |
|                   | [EKONL3_U13] be able to interact and work in a group (including an international one), assuming various roles within it                                                                                                                                                                                                                                                        | The student is able to cooperate in a team, including an international one, taking on various roles in the implementation of e-business start-up projects.                                            | [SU2] presentation/project/paper/report |
|                   | [EKONL3_K04] is willing to think and act in an entrepreneurial manner; adapts to new situations and conditions, takes on the challenges of creative thinking, is resilient in the face of failure, is able to identify risks and assess the risks of failure                                                                                                                   | The student acts in an entrepreneurial and creative manner, undertaking start-up initiatives, assessing risk, and adapting to changing market conditions.                                             | [SK2] presentation/project/paper/report |
|                   | [EKONL3_K03] participates in the preparation of economic and social projects, being able to reconcile legal, economic, ecological, political and social requirements                                                                                                                                                                                                           | The student participates in the development of start-up projects, integrating legal, economic, social, and environmental aspects.                                                                     | [SK2] presentation/project/paper/report |
|                   | [EKONL3_U10] has the ability to prepare oral presentations, in Polish and in a foreign language, on economic and social issues, using specialist terminology, theoretical approaches, principles of collecting various sources of data, their description and interpretation, and making inferences from scientific literature, and is able to take an active part in a debate | The student can prepare oral presentations in Polish and a foreign language on start-up-related topics, using specialist terminology and academic sources.                                            | [SU2] presentation/project/paper/report |

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| Subject contents                                               | <p>Week 1: Introduction to Startups</p> <p>Week 2: Start-ups and traditional business</p> <p>Week 3: Startup business plan</p> <p>Week 4: Business Environment Institutions (BEIs)</p> <p>Week 5: Tools and technologies in e-business</p> <p>Week 6: Legal aspects of start-ups</p> <p>Week 7: Global market analysis and competition monitoring</p> <p>To further develop the concepts discussed during the lectures, students may take advantage of consultation hours.</p> |                                                                                                                                                           |                               |
| Prerequisites and co-requisites                                | <p>To participate in the subject, students should have basic computer skills. Knowledge of basic IT tools and the ability to effectively use the Internet and office applications are necessary to fully understand the material discussed during lectures and exercises and to perform practical tasks.</p>                                                                                                                                                                   |                                                                                                                                                           |                               |
| Assessment methods and criteria                                | Subject passing criteria                                                                                                                                                                                                                                                                                                                                                                                                                                                       | Passing threshold                                                                                                                                         | Percentage of the final grade |
|                                                                | Businessplan                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | 51.0%                                                                                                                                                     | 80.0%                         |
|                                                                | Presentation                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | 51.0%                                                                                                                                                     | 20.0%                         |
| Recommended reading                                            | Basic literature                                                                                                                                                                                                                                                                                                                                                                                                                                                               | Blank, S., Dorf, B., The Startup Owners Manual: The Step-by-Step Guide for Building a Great Company, K & S Ranch, Pescadero, 2012.                        |                               |
|                                                                |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | Osterwalder, A., Pigneur, Y., Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers, Wiley, Hoboken, 2010.                |                               |
|                                                                |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | Ries, E., The Lean Startup: How Todays Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses, Crown Business, New York, 2011. |                               |
|                                                                | Supplementary literature                                                                                                                                                                                                                                                                                                                                                                                                                                                       | Furr, N., Ahlstrom, P., Nail It then Scale It: The Entrepreneurs Guide to Creating and Managing Breakthrough Innovation, NISI Institute, 2011.            |                               |
|                                                                |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | Knapp, J., Zeratsky, J., Kowitz, B., Sprint: How to Solve Big Problems and Test New Ideas in Just Five Days, Simon & Schuster, 2016.                      |                               |
|                                                                | eResources addresses                                                                                                                                                                                                                                                                                                                                                                                                                                                           | Adresy na platformie eNauczanie:                                                                                                                          |                               |
| Example issues/<br>example questions/<br>tasks being completed |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                                                                                                                                                           |                               |
| Work placement                                                 | Not applicable                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                                                                                                                                                           |                               |

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