University of Gdańsk

Subject card

Subject name and code	Innovative Enterprise - Innovation Management in Enterprise, PG_00170026					
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	5		ECTS credits		4.0	
Learning profile	academic		Assessment form			
Conducting unit						
Name and surname of lecturer (lecturers)	Subject supervisor		mgr inż. Tomasz Laskowicz			
	Teachers					
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	0.0	30.0	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	60.0	100	
Subject objectives	The purpose of the course is for students to understand the importance of innovation for the competitiveness of the enterprise. The goal is for students to understand the relationship between innovation and the competitiveness of the economy in the international market, and to present theories on how to increase competitiveness through the development of innovation.					

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[EKONL3_W07] has knowledge of the basic economic and financial principles of the functioning and management of economic entities and organisations as well as the legal, organisational, moral and ethical norms and rules governing the functioning of public institutions	Acquisition of social competence in understanding the motives actions of various players in the Market, in terms of implementation, development and financing of innovation projects innovation projects, along with the ability to distinguish between these motivations and the effects of the actions of different market players	[SW5] implementation of a problem task
	[EKONL3_W06] have an advanced knowledge of selected methods and tools, including statistical and econometric techniques, for describing economic agents and structures as well as social institutions and the processes taking place in them	Create a data management worksheet for evaluating the development of an innovation startup/project. Ability to create and manage data affecting project evaluation and development directions.	[SW5] implementation of a problem task
	[EKONL3_W04] knows the types of economic and social ties and the regularities governing them	The ability to analyze stakeholders for the projects and ideas under analysis. Creating a stakeholder management workshop and mapping the stakeholders of a given innovation project. Mitigating potential conflicts.	[SW5] implementation of a problem task
	[EKONL3_W11] knows the general principles for the creation and development of forms of individual entrepreneurship, using knowledge of economics, finance and management sciences	Understanding the differences in legal structuring of economic activities, especially concerning enterprises at an early stage of development and their implications for financing development innovative projects	[SW5] implementation of a problem task
	[EKONL3_U08] has the ability to observe, understand and analyse economic and social phenomena and processes using appropriate scientific methods	Has knowledge of methods of analysis financial data, indicators innovation and their understanding. Can verify sources of data on the economic situation of enterprises and sectors economy. Knows the sources of knowledge on economic competitiveness indicators, can read indexes on economic development and innovation development, such as the number of patents. Is able to relate facts on systemic processes of support for innovation development and their impact on the development impulse for further technological progress.	[SU5] implementation of a problem task
	[EKONL3_U07] is able to participate in analyses and evaluations of alternative solutions to economic and social problems and to choose the methods and instruments to resolve them rationally	Can perform simulation in regarding the development of a selected innovation project innovative project and identify potential development scenarios with taking into account opportunities and threats, resulting from the further development of of a given type of innovation, based on specific sectoral data or assumptions.	[SU1] oral statement/conversation/ discussion [SU5] implementation of a problem task
	[EKONL3_U15] is able to independently complement and improve the acquired knowledge and economic skills, is open to new ideas and techniques, tends to learn by any method and is willing to interact with other participants in the learning process	Identify and enable access to sources of the latest knowledge on the existence and development of the innovation support ecosystem. Conduct a pilot for self-development based on existing courses and online training in pre-entrepreneurship and innovation project development.	[SU5] implementation of a problem task

	Course outcome	Subject outcome	Method of verification
	[EKONL3_W08] has knowledge of the processes of changing elements, enterprises and whole structures of economic organisations, as well as the processes of changing social institutions, knows what their causes, course, scale, consequences are and what the influence of external stakeholders is on them	Has knowledge of the sources of information about the enterprise and the sources of information for investigating the potential of an innovation project at an early stage of development. Has the ability to assess the value of an enterprise and understand factors influencing shaping the valuation of the enterprise, in terms of financing the development of innovative projects innovative	[SW5] implementation of a problem task
	[EKONL3_K03] participates in the preparation of economic and social projects, being able to reconcile legal, economic, ecological, political and social requirements	Is able to analyze market needs and identify development opportunities for the implementation of technological projects with a high degree of innovation. Analyzes the suitability of solutions based on their sectoral knowledge.	[SK5] implementation of a problem task
	[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	Able to select indicators and create a management dashboard based on project development indicators, key to making decisions relevant to an early stage enterprise in order to maximize the chance of project survival and scale building for the benefit of the organization.	[SU5] implementation of a problem task
	[EKONL3_K05] correctly identifies, diagnoses and resolves professional dilemmas and different options for solutions	Able to assess the relationship between potential business risks and benefits of possible positive project development. Is able to create decision-making schemes, based on which he makes rational economic decisions in business management.	[SK5] implementation of a problem task
	[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	Can propose specific technological solutions and how to monetize them under market conditions. Knows the principles of financing technological ventures and business risks associated with commercial activities.	[SK5] implementation of a problem task
	[EKONL3_U13] be able to interact and work in a group (including an international one), assuming various roles within it	Ability to work in a group, discuss and derive conclusions on a joint innovation project implemented for the selected sector.	[SU1] oral statement/conversation/ discussion [SU2] presentation/project/paper/ report [SU5] implementation of a problem task
	[EKONL3_U03] is able to analyse the causes and course of specific economic and social processes and phenomena, and accurately analyse these phenomena using adequate methods and tools economic and social	Identifies market problems and areas of market inefficiencies to find innovative solutions to address existing problems. Knows the business objectives of digital enterprises and can find business models for enterprises operating in the virtual space.	[SU5] implementation of a problem task
	[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	Ability to make a presentation of an innovation project in a way that is understandable and interesting to the audience. Ability to build concise and substantive statements. Knowledge of presentation techniques and sales skills, in terms of project presentation.	[SU1] oral statement/conversation/ discussion [SU2] presentation/project/paper/ report [SU5] implementation of a problem task

Subject contents	1. Case study analysis: An innovative enterprise 2. Workshop: Creating an innovative culture in the team 3. Group work: Identification and development of innovative ideas 4. Exercises on talent management in innovation projects 5. Analysis of innovative sectors in Poland and the European Union 6. Overview of innovation trends: Case study and market analysis 7. Securing intellectual property: Practical aspects of patenting 8. Simulation: the process of applying for funds for innovation 9. Practical application of data analysis for innovation development 10. Selection of legal structure for innovative projects 11. Risk management: Methods and tools in practice 12. Designing marketing strategies for new products 13. Group work: Modeling cooperation with universities and research institutions 14. Case study: Successes and failures in innovation management 15. Innovation implementation plan: From idea to market implementation The topic of the group final project and the structure of the final project can be discussed and agreed upon during consultations.
Prerequisites and co-requisites	Ability to analyze demand, supply and market equilibrium point; knowledge of the concept of competitivenessenterprises; basic knowledge of accounting

Assessment methods and criteria

Subject passing criteria	Passing threshold	Percentage of the final grade
Panel discussion for evaluation of innovative projects	51.0%	20.0%
Written test	51.0%	50.0%
Group project for innovation implementation	51.0%	30.0%

Recommended reading

Basic literature	1. J. Burnewicz, A. Koźlak, Innowacje w rozwoju ekonomicznospołecznym, Tom I Ujęcie teoretyczne, Wyd. Uniwersytetu Gdańskiego, Gdańsk 2021. 2. J. Burnewicz, A. Koźlak, P. Borkowski, Innowacje w rozwoju ekonomiczno-społecznym, Tom II Ujęcie empiryczne, Wyd. Uniwersytetu Gdańskiego, Gdańsk 2021. 3. A. Skala, Startupy. Wyzwanie dla zarządzania i edukacji przedsiębiorczości, Wyd. Edu-Libri, Kraków 2020.
Supplementary literature	Podręcznik Oslo: Zalecenia dotyczące pozyskiwania, prezentowania i wykorzystywania danych z zakresu innowacji, OECD, EUROSTAT, Paryż 2018 Innowacje w biznesie, red. A. Styś, A. Dejnaka, Difin, Warszawa 2018. Majewski, M. (2022). Startupy i ich ekosystem. W: A. KuźmińskaHaberla, S. Bobowski (red.), Rola ekosystemu w rozwoju startupów. Przypadek Wrocławia (s. 13-33). Wrocław: Wydawnictwo Uniwersytetu Ekonomicznego we Wrocławiu
eResources addresses	Adresy na platformie eNauczanie:

Example issues/ example questions/ tasks being completed	
Work placement	Not applicable