

Subject card

Subject name and code	Business for Creators, PG_00177428						
Field of study	Economics						
Date of commencement of studies	October 2024		Academic year of realisation of subject		2024/2025		
Education level	Master's studies		Subject group		Obligatory subject group in the field of study Optional subject group		
Mode of study	part-time studies		Mode of delivery		e-learning		
Year of study	1		Language of instruction		Polish		
Semester of study	1		ECTS credits		3.0		
Learning profile	academic		Assessment form		credit		
Conducting unit	Department of Economics and Management of Transportation Companies -> Faculty of Economics -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		dr Joanna Fryca				
	Teachers		dr Joanna Fryca dr Dagmara Wach				
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: 20.0						
	Additional information: co-hosted dr D. Wach						
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		0.0		0.0	20
Subject objectives	The purpose of the course is to familiarize the student with tools and practices that will support the conduct of creative activities.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[EKONMU2_W10] knows the terms and principles of protection of industrial property and copyright, and understands the necessity of management of intellectual property resources	Student knows and understands the basic concepts and principles of industrial property protection, intellectual property and copyright law	[SW5] implementation of a problem task
	[EKONMU2_K04] is ready to think and act in an entrepreneurial manner; adapts to new situations and conditions; undertakes challenges of creative thinking; acquires resilience to failures; can assess risks and threats and find ways of counteracting their effects	The student correctly identifies, diagnoses and resolves dilemmas and various options for solutions related to the profession	[SK5] implementation of a problem task
	[EKONMU2_U04] can forecast and model complex economic and social processes using quantitative and qualitative methods and tools developed by economic sciences (including statistics and econometrics)	MSG2_U04 The student is able to use the knowledge he possesses to formulate and solve complex problems related to the functioning of business entities in the international market, with particular emphasis on the market of the European Union.	[SU5] implementation of a problem task
	[EKONMU2_U06] can practically apply various forms and range of acquired knowledge in economics, finance and management, supplementing it with an independent critical analysis of its efficiency and usefulness	The student uses the acquired knowledge of economics, finance and management to solve economic and social dilemmas that arise in professional work	[SU5] implementation of a problem task
Subject contents	1. Introduction to the world of handicrafts and business 2. Profile of a creative artist (overcoming internal barriers) 3. Walt Disney strategy - a workshop on creating your own creative business 4. Creative process 5. Building the creator's brand in the handicraft market 6. Describing your creativity 7. Creating an image (on the Internet, at fairs, exhibitions and markets) 8. Social media - workshops on image creation 9. Pricing the creative process 10. Selling and pricing strategies for creativity 11. Copyright fields of exploitation, licenses, patents 12. Accounting for creative activities (Social Security, taxes)		
Prerequisites and co-requisites	General knowledge of economics the basics of doing business.		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	description of work and/or portfolio	51.0%	50.0%
	social media project	51.0%	50.0%
Recommended reading	Basic literature	1. Pichlak M., <i>Projektowanie modeli biznesowych w branżach twórczych</i>, "ZN Politechniki Śląskiej, Organizacja i Zarządzanie", 2015, nr 86, 2015, s. 83-91. 2. Pichlak M., <i>Branże twórcze jako kluczowy stymulator rozwoju gospodarczego</i>, "ZN Politechniki Śląskiej, Organizacja i Zarządzanie", 2014, nr 70, s. 371-374.	
	Supplementary literature	1. Jurga B., (wy)CEŃ SIĘ, Ba-Ha-Art Barbara Jurga, Olkusz 2020. 2. Wach D., <i>Dzieła sztuki w Internecie</i>, [w:] <i>Biznes elektroniczny. Wybrane zagadnienia</i>, red. K. Dobrowolski i J. Kujawa, FRUG, Gdańsk 2005. 3. Wach D., <i>Wykorzystywanie mediów społecznościowych w działalności przedsiębiorstwa</i>, [w] <i>Przedsiębiorstwo: drogi sukcesu rynkowego</i>, red. J. Żurek, Polskie Wydawnictwo Ekonomiczne, Warszawa 2016, s. 457-468.	
	eResources addresses		
Example issues/ example questions/ tasks being completed			
Work placement	Not applicable		

Document generated electronically. Does not require a seal or signature.