

Subject card

Subject name and code	Creating a start-up and running a company on the media market, PG_00167064						
Field of study	Audiovisual Production						
Date of commencement of studies	October 2026		Academic year of realisation of subject		2028/2029		
Education level	Bachelor's studies		Subject group		Obligatory subject group in the field of study Subject group related to practical vocational preparation		
Mode of study	part-time studies		Mode of delivery		at the university		
Year of study	3		Language of instruction		Polish		
Semester of study	5		ECTS credits		3.0		
Learning profile	practical		Assessment form		credit		
Conducting unit	Division of Audiovisual Production -> Institute of Culture Studies -> Faculty of Languages -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		dr Grzegorz Fortuna-Skowron				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	0.0	16.0	0.0	0.0	0.0	16
	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	16		1.0		58.0	75
Subject objectives	Students gain knowledge about starting and running a business in the Polish media market. They learn about the different types of startups and can independently prepare a business project. They also learn to analyze opportunities and threats.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[PFAL3_K02] He/she is prepared to take an active part in the activities of institutions, organizations and social groups involved in audiovisual production.	Is prepared to take an active part in the activities of institutions, organizations and social groups involved in audiovisual production, especially in establishing and running companies in this industry.	[SK1] oral statement/conversation/discussion [SK2] presentation/project/paper/report
	[PFAL3_W05] He/she understands the specifics of audiovisual production.	Understands the specifics of audiovisual production in the context of establishing companies operating in this industry.	[SW2] presentation/project/paper/report
	[PFAL3_K01] Understands the need to constantly deepen and update professional qualifications in film production, especially actively following changes in this area.	Understands the need to continually deepen and update professional qualifications in the field of running a business in the audiovisual industry, especially by actively monitoring changes in this area.	[SK2] presentation/project/paper/report
	[PFAL3_U06] He/she has the ability to identify sources of financing for audiovisual production and effectively apply for financing.	Possesses the ability to identify sources of financing for audiovisual production and effectively seek financing within the scope of their business.	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report
	[PFAL3_W12] He/she knows the basics of management necessary to run an audiovisual production business	Knows the management basics necessary to run an audiovisual production business and create start-ups.	[SW2] presentation/project/paper/report
	[PFAL3_U07] Can run a company on the audiovisual market.	Can set up and run a company in the audiovisual market.	[SU2] presentation/project/paper/report
Subject contents	Market analysis; creative industry/sector analysis; idea evaluation; idea protection; types of business activities; business financing; business plan; marketing plan.		
Prerequisites and co-requisites			
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	summative assessment	51.0%	80.0%
	active participation in classes	81.0%	20.0%
Recommended reading	Basic literature	Miller-Cole, B. Cole, Self Made: The definitive guide to business startup success, John Murray Learning 2017. V. Evans, B. Tracy, An amazing business plan. Get funding for your business or startup., Gliwice 2015.	
	Supplementary literature	Additional readings may be assigned by the instructor during classes.	
	eResources addresses		
Example issues/ example questions/ tasks being completed	Creating a project for a company operating in the film market.		
Work placement	Not applicable		

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