University of Gdańsk

Subject card

Subject name and code	Basics of Entrepreneurship, PG_00190254		
Field of study	Historical game design		
Date of commencement of studies	October 2026	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	2	Language of instruction	Polish
Semester of study	4	ECTS credits	2.0
Learning profile	academic	Assessment form	credit
Conducting unit			
Name and surname of lecturer (lecturers)	Subject supervisor	dr Ewelina Gdaniec	
	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	0.0	30.0	50

Subject objectives

The aim of the course is to introduce students to the fundamentals of entrepreneurship and management within the creative industries, with a particular focus on projects related to historical game development. Students will explore both classical and modern management theories, project planning principles, team building and motivation strategies, as well as business models used in the gaming sector. Throughout the course, they will develop practical skills in scheduling, self-management in creative work, and using tools such as the Business Model Canvas to design and structure their own initiatives.

Learning outcomes

Course outcome	Subject outcome	Method of verification
[PGHL3_K05] Identifies opportunities for commercial activity at the intersection of history, heritage, and interactive entertainment		
[PGHL3_U08] Plans and pursues the development of their own competencies within the framework of lifelong learning	The student is able to plan and organize the implementation of an undertaking (e.g. the concept of a historical game), independently acquiring and organizing the knowledge necessary for its implementation, taking into account the principles of management and teamwork.	[SU4] test/exam - oral or written [SU5] implementation of a problem task
[PGHL3_W11] Presents the principles of creating and developing various forms of entrepreneurship related to the creative industries and the heritage sector	The student knows and understands the basic models and strategies for creating and developing entrepreneurial initiatives in the creative sector.	[SW4] test/exam - oral or written [SW5] implementation of a problem task

Subject contents	1. Introduction to entrepreneurship in the creative industry 2. Classical and modern management theories Classical management schools: Taylor, Fayol, Weber. Modern concepts: Agile, Lean Startup, Scrum. Theories in game development practice mini case studies. 3. Project management basics. Project life cycle and project scheduling 4. Managing a creative team Roles in a project team Building an effective team Motivating a project team motivation theories (Herzberg, Maslow). Resolving conflicts in a team: conflict resolution styles 5. Business models in the historical games industry How to monetize historical games? (sales, crowdfunding, educational grants). Enterprise strategy and HR strategy 6. Managing yourself in an enterprise 7. Business Model Canvas
Prerequisites and co-requisites	

Assessment methods and criteria

Subject passing criteria	Passing threshold	Percentage of the final grade
Active participation during classes, participation in discussions, implementation of problem-solving tasks during classes	60.0%	20.0%
Test	60.0%	80.0%

Recommended reading

Basic literature	O. Gassmann, K. Frankenberger, M. Csik, Nawigator modelu biznesowego. 55 modeli, które zrewolucjonizują Twój biznes, Warszawa, 2021.
Supplementary literature	P. F. Drucker, Innowacja i przedsiębiorczość, Warszawa, 1992 / 2021. A. M. Brunet-Thornton (red.), Zarządzanie projektami kreatywnymi, Warszawa, 2020. S. Deci, R. Ryan, Self-Determination Theory: Basic Psychological Needs in Motivation, Development, and Wellness, New York, 2017. A. Pocztowski, Zarządzanie zasobami ludzkimi. Strategie procesy metody, Warszawa, 2021.
eResources addresses	

Example issues/ example questions/ tasks being completed	How does entrepreneurship in the creative industry differ from the classic business model? What elements of classic and modern management theories (e.g. Taylor, Fayol, Webber, Agile, etc.) can be applied to the process of creating a historical game? What does the project life cycle look like and how to create its schedule using design tools? What are the key roles in an interdisciplinary project team and how to effectively manage them? What motivation theories work in managing a team of game developers? How to recognize and resolve conflicts in a project team? How can historical games be monetized? What revenue strategies are possible (grants, sales, crowdfunding)? How does an enterprise strategy differ from a human resources management (HRM) strategy? How to effectively manage yourself in the context of working in a startup or a small creative team? How to create your own Business Model Canvas for a historical game?
Work placement	Not applicable

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