

Subject card

Subject name and code	Start-up in E-Business, PG_00199046						
Field of study	Economics						
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 Optional subject group Subject group related to scientific research 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			exam		
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		dr Zuzanna Borda				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	30.0	0.0	0.0	15.0	0.0	45
	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	45		0.0		30.0	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_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
	[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_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_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_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_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_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_U14] is able to set priorities, plan and organize the implementation of individual and team tasks, as well as monitor and evaluate progress in achieving set goals.	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

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	<table border="1"> <thead> <tr> <th data-bbox="448 1182 794 1216">Subject passing criteria</th> <th data-bbox="794 1182 1141 1216">Passing threshold</th> <th data-bbox="1141 1182 1487 1216">Percentage of the final grade</th> </tr> </thead> <tbody> <tr> <td data-bbox="448 1216 794 1249">Presentation</td> <td data-bbox="794 1216 1141 1249">51.0%</td> <td data-bbox="1141 1216 1487 1249">20.0%</td> </tr> <tr> <td data-bbox="448 1249 794 1294">Businessplan</td> <td data-bbox="794 1249 1141 1294">51.0%</td> <td data-bbox="1141 1249 1487 1294">80.0%</td> </tr> </tbody> </table>			Subject passing criteria	Passing threshold	Percentage of the final grade	Presentation	51.0%	20.0%	Businessplan	51.0%	80.0%
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Presentation	51.0%	20.0%										
Businessplan	51.0%	80.0%										
Recommended reading	Basic literature	<p>Blank, S., Dorf, B., The Startup Owners Manual: The Step-by-Step Guide for Building a Great Company, K & S Ranch, Pescadero, 2012.</p> <p>Osterwalder, A., Pigneur, Y., Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers, Wiley, Hoboken, 2010.</p> <p>Ries, E., The Lean Startup: How Todays Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses, Crown Business, New York, 2011.</p>										
	Supplementary literature	<p>Furr, N., Ahlstrom, P., Nail It then Scale It: The Entrepreneurs Guide to Creating and Managing Breakthrough Innovation, NISI Institute, 2011.</p> <p>Knapp, J., Zeratsky, J., Kowitz, B., Sprint: How to Solve Big Problems and Test New Ideas in Just Five Days, Simon & Schuster, 2016.</p>										
	eResources addresses											
Example issues/ example questions/ tasks being completed												
Work placement	Not applicable											

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