University of Gdańsk

Subject card

Subject name and code	Innovative Enterprise - Innovation Management in Enterprise, PG_00199064						
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	5		ECTS credits	7.0			
Learning profile	academic		Assessment form	credit			
Conducting unit							
Name and surname of lecturer (lecturers)	Subject supervisor		dr inż. Tomasz Laskowicz				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	30.0	30.0	0.0	40.0	0.0	100
	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	100		0.0	75.0	175	
Subject objectives	The purpose of the course is for students to understand the importance of innovation for enterprise competitiveness in macro and micro terms. 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 in enhancing competitiveness through the development of innovation.						

Learning outcomes

Course outcome	Subject outcome	Method of verification
[EKONL3_K03] participates in the preparation of economic and social projects, being able to reconcile legal, economic, ecological, political and social requirements	Understand the role of innovation and the tools available for building innovation projects within different entities, with varying degrees of ability to finance and implement innovation.	[SK2] presentation/project/paper/ report [SK4] test/exam - oral or written
[EKONL3_W08] has an advanced 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	Ability to assess the value of an enterprise and understand the factors that shape the valuation of an enterprise, in terms of financing the development of innovation projects	[SW4] test/exam - oral or written
[EKONL3_W04] knows the types of economic and social ties and the regularities governing them	The ability to identify the consequences of the formation of monetary policy and regulations governing the actions of economic agents on their decisions and effects in microeconomic and macroeconomic terms.	[SW4] test/exam - oral or written
[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	Able to make a presentation of an innovation project, taking into account the value of the project to a possible investor or other entity supporting innovation development. Can concisely and clearly explain the advantages of innovation projects and the relevance to the further development of the organization.	[SU2] presentation/project/paper/ report [SU4] test/exam - oral or written
[EKONL3_U15] is able to independently supplement and improve his acquired knowledge and skills in the field of economics, is open to new concepts and solutions, and demonstrates a willingness to engage in lifelong learning and to cooperate and exchange knowledge with other participants in the learning process.	Knowledge of the sources of knowledge and opportunities for updating it. Has the ability to analyze statistical data in the field of entrepreneurship, programs supporting innovation and development of innovation projects. Able to objectively assess the potential of innovation projects for their implementation.	[SU2] presentation/project/paper/ report [SU4] test/exam - oral or written
[EKONL3_K05] correctly identifies, diagnoses and resolves professional dilemmas and different options for solutions	On the basis of analysis of projects and the potential for development of innovations, he can identify those with the best relationship between the assumed objective and the required resources, and can successfully prioritize tasks, in order to optimize the resources involved, for the development of projects of an innovative nature.	[SK2] presentation/project/paper/ report [SK4] test/exam - oral or written
[EKONL3_W07] has an advanced knowledge of the 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 of various market players in the implementation, development and financing of innovation projects, together with the ability to distinguish between these motivations and the effects of the actions of different market players	[SW4] test/exam - oral or written
[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 analyzing financial data, innovation indicators and their understanding. Can verify data sources on the economic situation of enterprises and economic sectors.	[SU4] test/exam - oral or written

Course outcome	Subject outcome	Method of verification
[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	He knows and understands case studies of the development of innovative enterprises from the Polish and global markets. Understands the sources of success of specific solutions and the reasons for the failure of unsuccessful innovation projects. Can draw conclusions from the analysis of the development of innovation projects, startups and spin-offs.	[SU4] test/exam - oral or written
[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 use market data to verify the suitability of innovative solutions, possible scale for their application and potential for commercialization. Can, on the basis of available data, prepare recommendations for the implementation of an innovation project, in order to increase the chances of project development.	[SU4] test/exam - oral or written
[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	Able to conduct a simulation in the development of a given innovation project and identify potential development scenarios, taking into account the opportunities and threats, arising from the further development of a given type of innovation.	[SU4] test/exam - oral or written
[EKONL3_W06] has 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	Ability to analyze financial documents and reports, as well as databases, on economic indicators, employment structure and entrepreneurship.	[SW4] test/exam - oral or written [SW5] 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	Understand the peculiarities of the innovation market and the method of creating projects with a high risk of failure, due to the nature of innovation projects. Ability to draw constructive conclusions from failed projects and diagnose the causes of possible failures in the development of innovative ventures at different stages.	[SK2] presentation/project/paper/ report [SK4] test/exam - oral or written
[EKONL3_U13] be able to interact and work in a group (including an international one), assuming various roles within it	Understands the importance of international cooperation for the successful development of innovation projects. Knows how to collaborate in international projects, with particular emphasis on projects implemented with the support of EU funds aimed at stimulating innovation.	[SU4] test/exam - oral or written [SU5] 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	Understand the differences in the legal structuring of business activities, especially concerning early-stage enterprises, and their implications for financing the development of innovation projects	[SW4] test/exam - oral or written

Subject contents	1. Introduction to innovation in enterprises - Definition of innovation and its types - History and evolution of innovation in business 2. The importance of innovation for the competitiveness of the enterprise - How innovation affects competitive advantage - Examples of companies that have achieved success through innovation 3. Creating conditions for the development of innovation - Innovation culture in the enterprise - The process of creating and implementing innovation 4. Talent management in innovation projects - The role of innovation leaders - Techniques of motivation and management of innovation teams 5. Innovative sectors in Poland and the European Union - Key innovative sectors - Analysis of selected sectors and their development potential 6. Trends in the development of innovation - Overview of current trends - Forecasts for the future 7. Intellectual property protection - Patents, copyrights and trademarks - Procedures and strategies for protection of intellectual property 8. Financing of innovation development - Sources of funding for innovation - Programs and funds that support innovation 9. Data analysis for innovation development in the enterprise - The role of big data and analytics in innovation - Tools and techniques for data analysis 10. Choice of legal structure for innovative projects

	- Legal forms of enterprises - Advantages and disadvantages of different legal structures in the context of innovation 11. Risk management in innovation projects - Risk identification and assessment - Strategies for minimizing risks 12. Marketing of innovative products and services - Marketing strategies for new products - Product life cycle and its management 13. Innovation ecosystem: cooperation between companies, universities and research institutions - Models of cooperation and their benefits - Examples of successful partnerships 14. Case Study of Innovation Projects - Project Assignment - Analysis of selected cases – carrying out a project on a chosen topic - Successes and failures in innovation management – group project 15. strategies for implementing innovations in international markets - Adaptation of innovations to foreign markets - Challenges and benefits of internationalization of innovations During the consultation, elements of the program will be discussed, as well as the possibility of exploring selected topics that are of interest to students.
Prerequisites and co-requisites	Ability to analyze demand, supply and market equilibrium point; knowledge of the concept of business competitiveness; basic knowledge of accounting

Assessment methods and criteria

Subject passing criteria	Passing threshold	Percentage of the final grade
Case study analysis	51.0%	20.0%
Group project and presentation	51.0%	30.0%
	51.0%	50.0%

Recommended reading	Basic literature	1. J. Burnewicz, A. Koźlak, Innowacje w rozwoju ekonomiczno-społecznym, 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. Kuźmińska-Haberla, S. Bobowski (red.), Rola ekosystemu w rozwoju startupów. Przypadek Wrocławia (s. 13-33). Wrocław: Wydawnictwo Uniwersytetu Ekonomicznego we Wrocławiu.
	eResources addresses	
Example issues/ example questions/ tasks being completed		
Work placement	Not applicable	

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