University of Gdańsk

Subject card

Subject name and code	Basis of Innovations, PG_00199065						
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		4.0		
Learning profile	academic		Assessment form		exam		
Conducting unit	Department of International Economics and Economic Development -> Faculty of Economics -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		dr hab. Aleksandra Koźlak				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	15.0	15.0	0.0	0.0	0.0	30
	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	30		4.0		66.0	100
Subject objectives	The aim of the course is achievement of basic knowledge, skills and competencies in innovation, which modernize the economy and increase its efficiency and competitiveness.						

Learning outcomes

Course outcome	Subject outcome	Method of verification
[EKONL3_U01] can correctly interpret economic and social phenomena and apply knowledge of economics, finance and management sciences to explain economic phenomena	E1_U01 The student is able to correctly interpret economic and social phenomena and apply knowledge of economics, finance and management sciences to explain phenomena related to the creation and implementation of innovations in the economy.	[SU1] oral statement/conversation/ discussion [SU2] presentation/project/paper/ report [SU4] test/exam - oral or written [SU5] implementation of a problem task
[EKONL3_K01] recognises the importance of economic knowledge in identifying and solving economic problems and of consulting experts when difficulties in solving them independently	E1_K01 The student understands the importance of economics in the process of identifying and solving economic problems in the field of innovation and innovation and, if necessary, consults experts	[SK1] oral statement/conversation/ discussion
[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	E1_W08 The student has advanced knowledge of the processes of change of elements, enterprises and whole structures of economic organisations, as well as of the processes of change of public institutions in connection with the improvement of innovation.	[SW4] 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	E1_U02 The student is able to use his/her theoretical knowledge and acquire data to analyse specific innovation processes and related economic phenomena. The student is able to analyse these phenomena using methods developed in economics and management sciences.	[SU1] oral statement/conversation/ discussion [SU2] presentation/project/paper/ report [SU4] test/exam - oral or written [SU5] implementation of a problem task
[EKONL3_W02] has an advanced knowledge of the different types of existing business entities and organisations and public institutions	E1_W02 The student has advanced knowledge of entities, structures and institutions that create economic innovations	[SW4] test/exam - oral or written
[EKONL3_W03] knows the relations between economic agents and social organisations operating in the national, international and intercultural arenas	E1_W03 The student has advanced knowledge of relations between innovation processes, specific spheres of economy and public institutions	[SW4] test/exam - oral or written
[EKONL3_K02] is aware of the level of knowledge in the field of economics and understands the need to deepen and update this knowledge throughout life	E1_K02 The student is able to verify the state of his/her knowledge and to independently supplement and improve his/her acquired knowledge and economic skills related to innovation activities.	[SK1] oral statement/conversation/ discussion [SK4] test/exam - oral or written
[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	E1_U03 Students will be able to analyse the causes and course of innovative economic processes and phenomena.	[SU1] oral statement/conversation/ discussion [SU2] presentation/project/paper/ report [SU4] test/exam - oral or written [SU5] implementation of a problem task
[EKONL3_W04] knows the types of economic and social ties and the regularities governing them	E1_W04 The student has advanced knowledge of economic and social ties and regularities occurring in the processes of creation and implementation of innovations	[SW4] test/exam - oral or written

Subject contents	Lectures 1. Theoretical basis of innovation economics and the role of innovation in the economy 2. The specifics of innovation trends in various industries and sectors of the economy 3. Innovation processes; supply and diffusion of innovation 4. Methods of measuring and assessing the level of innovativeness in the economy 5. Innovation policy and strategies 6. Innovation support systems 7. Financing of innovation and innovation risk In-lass exercises 1. Analysis of business models for innovative companies identifying sources of competitive advantage, monetization models, and mechanisms for scaling the operations of startups and technology companies. 2. Sources of financing for innovative business activities internal and external financing, venture capital, business angels, crowdfunding, equity offerings, and collaboration with investors. 3. Valuation of startups and ownership structure of innovative companies pre-money and post-money valuation, distribution of shares among partners, dilution of shares, and the basics of building a cap table. 4. Basic economic analyses of innovative projects contribution margin, break-even point, analysis of fixed and variable costs, and assessment of the basic profitability of innovative ventures. 5. Analysis of risk and uncertainty in innovative activities identification of basic risk categories in innovative projects and the impact of risk on a companys development. 6. Analysis of selected issues based on case studies of technology companies analysis of growth strategies, business mistakes, scaling operations, and investment decisions of selected startups and technology firms. 7. Sectoral analyses of selected innovative industries identification of technological trends and business models in sectors Translated with DeepL.com (free version) Interpretative doubts regarding the theoretical approach to the issue of innovation will also be addressed during consultations.
Prerequisites and co-requisites	Basic economic knowledge

Assessment methods and criteria

Subject passing criteria	Passing threshold	Percentage of the final grade
Problem-solving tasks	51.0%	30.0%
Report presentation	51.0%	20.0%
Exam in the form of a multiple-choice test	51.0%	50.0%

Recommended reading

Basic literature	1. J. Burnewicz, A. Koźlak, Innowacje w rozwoju ekonomiczno-społecznym, Tom I Ujęcie teoretyczne, Wyd. UniwersytetuGdańskiego, Gdańsk 2021. 2. J. Burnewicz, A. Koźlak, P. Borkowski, Innowacje w rozwoju ekonomiczno-społecznym, Tom II Ujęcie empiryczne, Wyd.Uniwersytetu Gdańskiego, Gdańsk 2021. 3. Innowacje w biznesie, red. A. Styś, A. Dejnaka, Difin, Warszawa 2018. 4. Eric Ries, The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses, Crown Business, New York 2011.
Supplementary literature	1. The Measurement of Scientific, Technological and Innovation Activities Oslo Manual 2018 Guidelines, OECD/Eurostat 2018. 2. A. Koźlak, B. Pawłowska, Ekoinnowacje jako przejaw społecznej odpowiedzialności biznesu przedsiębiorstw transportowych, "Studia Ekonomiczne: Zeszyty Naukowe Uniwersytetu Ekonomicznego w Katowicach" 2017, nr 332 https://www.ue.katowice.pl/fileadmin/user_upload/wydawnictwo/SE_Artyku%C5%82y_321_340/SE_332/01.pdf 3. Sean Ellis, Morgan Brown, Hacking Growth: How Todays Fastest-Growing Companies Drive Breakout Success, Crown Business, New York 201
eResources addresses	

Example issues/ example questions/ tasks being completed	Test questions 1. Innovation is a concept referring to: • discovery • invention • introduction of a new or improved production method • all answers above 2. The concept of innovation was introduced into economic science by: • Michael Porter • Philip Kotler • Joseph Schumpeter • Peter Drucker Problem-Based Assignments 1. Financing innovative projects analysis of funding rounds, startup valuations, and changes in a companys ownership structure (cap table). 2. Case study of a fast-growing technology company (e.g., Nvidia) analysis of the business model, growth strategy, and sources of competitive advantage.
Work placement	Not applicable

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