University of Gdańsk

Subject card

Subject name and code	Establishing and Financing Innovative Companies - Practical Workshops, PG_00199071						
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	credit			
Conducting unit	Department of International Economics and Economic Development -> Faculty of Economics -> Rector						
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	0.0	30.0	0.0	10.0	0.0	40
	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	40		0.0		35.0	75
Subject objectives	The purpose of the course is to acquire practical knowledge and skills in the creation of innovative startup enterprises and to understand the mechanism of financing entrepreneurship, especially those with a high degree of innovation and business risk.						

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	Can prepare investment documents such as an investor presentation and other documents necessary to communicate with investors, founders, employees and the business community to position the company and enable business contacts. Can present an ongoing project in an understandable and concise manner.	[SK1] oral statement/conversation/ discussion [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	Understands the characteristics of early-stage enterprises. Understands the importance of the need to constantly observe the market's reaction to subsequent changes and is guided by the method of testing subsequent solutions before committing expenditures to their further development in order to immediately, continuously verify business assumptions and maintain readiness for their immediate update.	[SK1] oral statement/conversation/ discussion [SK2] presentation/project/paper/ report
[EKONL3_K06] is willing to be guided in his professional life by business ethics and corporate social responsibility, to respect others and to be loyal to his employer	Understands the relationship between investors and founders of companies seeking external financing. Understands the long-term benefits of working at the highest level of ethics. Can implement a high standard of management in an organization to ensure a comfortable and inclusive work environment with respect for minorities.	[SK2] presentation/project/paper/ report [SK5] implementation of a problem task
[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 quickly analyze alternative scenarios for the development of the enterprise and prepare the enterprise for rapid changes in direction at an early stage of the business. Able to create an agile management structure for the entity and minimize the risk of project failure, in case of negative verification of the original business assumptions.	[SU1] oral statement/conversation/ discussion [SU5] implementation of a problem task
[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	Understands trends in the economic environment of early-stage, highly innovative companies. Understands the relationship between the startup and other representatives of the economic environment and the benefits of being able to work with these entities.	[SW5] implementation of a problem task
[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	Knows and uses market data analysis tools to best match the solutions created with market needs. Able to track real-time data and reach out to data sources for startup development and funding opportunities.	[SU1] oral statement/conversation/ discussion [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	He is able to choose the optimal legal form for the creation of a formal basis for business activity and understands the consequences of choosing a particular form of activity, including in relation to the planned means of obtaining financing for development.	[SW1] oral statement/ conversation/discussion [SW2] presentation/project/paper/ report [SW5] implementation of a problem task

	Course outcome	Subject outcome	Method of verification
	[EKONL3_U06] uses the knowledge acquired in economics, finance and management to solve economic and social dilemmas arising in the professional context	He is able to estimate the economic risks associated with the business and to select and track the most important financial indicators for the business on an ongoing basis. Able to use financial indicators to reliably value a business for equity financing.	[SU1] oral statement/conversation/ discussion [SU5] implementation of a problem task

Subject contents

1. Workshop: Validating an innovative business idea

2. Group work: creating a business plan for a startup

3. Simulation: creating investment documents

4. Market analysis: Methods of collecting and interpreting market data

5. Workshop: Selection of the legal form of the business to be conducted

6. Practical aspects of business registration

7. Simulation: Negotiations with investors

8. Group work: Developing a strategy for financing a startup

9. Workshop: Creating pitch deck presentations

10. Case study: Analysis of successes and failures of innovative enterprises

11. Simulation: external financing for a startup

12. Workshop: Managing cash flow in a startup

13. Simulation: Assessing risks and developing strategies to minimize them

14. Group work: Developing a plan for the development and expansion of an innovative enterprise

15. Workshop: Cooperation with the economic environment and institutions supporting the development of entrepreneurship

16. Modern tools for creating an agile structure in the enterprise

During consultations, students can supplement the knowledge acquired during practical workshops and agree on the form and scope of their final project.

Prerequisites and co-requisites

Basic knowledge of business management.

Assessment methods and criteria

Subject passing criteria	Passing threshold	Percentage of the final grade
Active participation in activities	51.0%	20.0%
Presentation of the project	51.0%	80.0%

Recommended reading	Basic literature	J. Burnewicz, A. Koźlak, P. Borkowski, Innowacje w rozwoju ekonomiczno-społecznym, Tom II Ujęcie empiryczne, Wyd. Uniwersytetu Gdańskiego, Gdańsk 2021 A. Skala, Startupy. Wyzwanie dla zarządzania i edukacji przedsiębiorczości, edu-Libri, Kraków 2018
	Supplementary literature	M. Brown, S. Ellis, Hacking Growth, Crown Business, New York 2017 E. Ries, The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses, Helion, Warszawa 2012 C. Voss, T. Raz, Never Split the Difference. Negotiating as if Your Life Depended on It, HarperBusiness, New York 2017
	eResources addresses	
Example issues/ example questions/ tasks being completed		
Work placement	Not applicable	

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