University of Gdańsk

Subject card

Subject name and code	Innovative Enterprise, PG_00199888		
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	part-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			
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	16.0	0.0	5.0	0.0	21
	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	21	0.0	54.0	75

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_K01] recognises the importance of economic knowledge in identifying and solving economic problems and of consulting experts when difficulties in solving them independently	He knows the tools to make a rational decision in the enterprise, aiming at the commercialization of the innovation and the possibilities of its financing based on the existing resources of the enterprise and external financing.	[SK4] 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_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_W02] has an advanced knowledge of the different types of existing business entities and organisations and public institutions	He is familiar with the economic environment and the innovation ecosystem. Can understand the relationship between players in the market for innovative commercial projects. Knows the realities of the market of entities that offer support to innovative development projects, knows how to use them and the benefits of working with gas pedals, business incubators or other entities that support innovation and entrepreneurship.	[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	Presentation of theories on business development, entrepreneurship and the need to deepen knowledge, especially in maintaining the competitiveness of the enterprise in a dynamic environment of international competition. Able to assess his level of knowledge and know the sources of its supplementation in the field of innovation and competitive enterprises.	[SK4] test/exam - oral or written
[EKONL3_U01] can correctly interpret economic and social phenomena and apply knowledge of economics, finance and management sciences to explain economic phenomena	He knows reliable sources of information and data, concerning enterprises and innovations, can analyze data and subject it to the criterion of quality and reliability testing. He is immune to fake news and understands the danger of basing decisions on faulty data for enterprise development and enterprise development decisions, especially in early stage projects.	[SU1] oral statement/conversation/ discussion [SU4] 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_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

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.	[SK4] 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.	[SU2] presentation/project/paper/ report [SU4] test/exam - oral or written
[EKONL3_W01] has advanced knowledge of the nature of social sciences, their place in the system of sciences, knows the role of economic sciences in this system and uses universal economic terminology	Knows and understands basic concepts of financial reporting, macroeconomics and microeconomics. Understands the role of economics and monetary and fiscal policy in social life. Understands the relationship between economic decisions and social development in micro and macro terms.	[SW4] test/exam - oral or written
[EKONL3_U14] is ble to set priorities, plan and organize the implementation of individual and team tasks, as well as monitor and evaluate progress in achieving set goals.	Ability to manage a team and lead a project. Knowledge of management methods, including by determining the critical path and its importance in optimizing resource allocation for project implementation.	[SU4] test/exam - oral or written [SU5] implementation of a problem task

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

4. Innovative sectors in Poland and the European Union - Key innovative sectors - Analysis of selected sectors and their development potential

5. Trends in the development of innovation - Overview of current trends - Forecasts for the future

6. Financing of innovation development - Sources of funding for innovation - Programs and funds supporting innovation

7. Selection of legal structure for innovative projects - Legal forms of enterprises - Advantages and disadvantages of different legal structures in the context of innovation

8. Risk management in innovation projects - Risk identification and assessment - Strategies for minimizing risks

9. Marketing of innovative products and services - Marketing strategies for new products - Product life cycle and its management

10. Innovation ecosystem: cooperation between companies, universities and research institutions - Models of cooperation and their benefits - Examples of successful partnerships

11. Case studies of innovation projects - Analysis of selected cases - Successes and failures in innovation management

12. Strategies for implementing innovations in international markets - Adaptation of innovations to foreign markets - Challenges and benefits of internationalization of innovations

During the exercises, students can obtain additional information about the classes and clarify any doubts regarding the exercises, as well as receive teaching assistance tailored to their individual expectations and needs.

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%
Teamwork and project 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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