

**Subject card**

<b>Subject name and code</b>	Startup AI Project, PG_00177488						
<b>Field of study</b>	Informatics and Econometrics						
<b>Date of commencement of studies</b>	October 2026	<b>Academic year of realisation of subject</b>			2027/2028		
<b>Education level</b>	Master's studies	<b>Subject group</b>			Obligatory subject group in the field of study Optional subject group Subject group related to scientific research in the field of study		
<b>Mode of study</b>	full-time studies	<b>Mode of delivery</b>			at the university		
<b>Year of study</b>	2	<b>Language of instruction</b>			Polish		
<b>Semester of study</b>	4	<b>ECTS credits</b>			4.0		
<b>Learning profile</b>	academic	<b>Assessment form</b>			credit		
<b>Conducting unit</b>	Department of Econometrics -> Faculty of Management -> Rector						
<b>Name and surname of lecturer (lecturers)</b>	<b>Subject supervisor</b>		dr hab. Anna Zamojska				
	<b>Teachers</b>						
<b>Lesson types</b>	<b>Lesson type</b>	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	<b>Number of study hours</b>	15.0	0.0	30.0	0.0	0.0	45
	E-learning hours included: 0.0						
<b>Learning activity and number of study hours</b>	<b>Learning activity</b>	Participation in didactic classes included in study plan		Participation in consultation hours		Self-study	SUM
	<b>Number of study hours</b>	45		3.0		52.0	100
<b>Subject objectives</b>	The course aims to prepare you substantively and practically to set up a start-up company.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[liEMU2_K03] Is ready to think and act entrepreneurially and responsibly, initiate, coordinate, and participate in projects that benefit the social environment and the public interest, and inspire others to use econometrics, informatics, or statistics tools.	The student solves problems related to the founding and operation of a start-up, correlating this with actions on the social environment and public interest. During his/her work, he/she implements the tools of quantitative methods and computer science.	[SK2] presentation/project/paper/report
	[liEMU2_U11] Can collaborate effectively in teams and assume leadership roles.	The student develops a strategy for the interaction and leadership of the startup's team. He/she recognises what kind of team is necessary for the startup to function appropriately and creates an appropriate job description for the team.	[SU2] presentation/project/paper/report
	[liEMU2_U06] Can utilize structured and detailed knowledge of management, quality sciences, economics, and finance to address dilemmas and develop innovative solutions for complex or unusual problems that arise in professional settings.	The student implements the basic models for the functioning of start-ups and justifies the application of the chosen management model. Prepares complex solutions to unusual problems and recognises the future consequences of the actions taken.	[SU2] presentation/project/paper/report
	[liEMU2_W09] Possesses a comprehensive understanding of both traditional and modern entrepreneurship principles.	The student understands how a startup company functions and explains how the economic environment influences its functioning. The student can deeply recall the regulations and legal norms necessary to start a startup.	[SW2] presentation/project/paper/report
Subject contents	<ol style="list-style-type: none"> <li>1. Formal and organisational aspects of setting up a startup.</li> <li>2. Object of the start-up: product/service/technology.</li> <li>3. Market analysis: customers, competitors and partners.</li> <li>4. Sales: marketing strategy.</li> <li>5. Finances in startup management: revenue forecast, costing, cash flow, and profitability of a startup.</li> <li>6. Start-up management.</li> <li>7. Forms of financing a start-up.</li> </ol>		
Prerequisites and co-requisites			
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	Project	51.0%	100.0%
Recommended reading	Basic literature	<ol style="list-style-type: none"> <li>1. Peter F. Drucker, Menedżer skuteczny, MT Biznes 2017</li> <li>2. Philip Kotler, Marketing, Rebis 2012</li> <li>3. Mariusz Nowak, Zarządzanie finansami małych przedsiębiorstw, CeDeWu, 2023</li> <li>4. Brian Tracy, Przedsiębiorczość. Jak założyć i rozwijać własną firmę, Onepress 2021</li> </ol>	
	Supplementary literature	<ol style="list-style-type: none"> <li>1. Michael E. Porter, Przewaga konkurencyjna. Osiągnięcie i utrzymywanie lepszych wyników, Onepress, 2010</li> </ol>	
	eResources addresses		
Example issues/ example questions/ tasks being completed			
Work placement	Not applicable		

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