University of Gdańsk

Subject card

Subject name and code	Startup AI Project, PG_00178707						
Field of study	Informatics and Econometrics						
Date of commencement of studies	October 2026		Academic year of realisation of subject		2027/2028		
Education level	Master'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	2		Language of instruction		Polish		
Semester of study	4		ECTS credits		4.0		
Learning profile	academic		Assessment form		credit		
Conducting unit	Department of Econometrics -> Faculty of Management -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		dr hab. Anna Zamojska, prof. UG				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	8.0	0.0	16.0	0.0	0.0	24
	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	24		1.0		75.0	100
Subject objectives	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
[IiEMU2_W10] Possesses a deeper understanding of the essential dilemmas of modern civilization, particularly concerning the IT development	The student knows and understands the impact of the development of artificial intelligence and information technologies on the economy, society and business operations, as well as the related ethical, legal and social challenges.	[SW2] presentation/project/paper/ report
[IiEMU2_W04] Possesses a comprehensive understanding of the complex nature of human roles and behaviors in organizations or projects, both at the individual and group levels	The student knows and understands the principles of organising the work of a project team developing an artificial intelligence startup, including role allocation, communication, decision-making, conflict resolution and cooperation with stakeholders.	[SW2] presentation/project/paper/ report
[IiEMU2_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
[IiEMU2_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
[IiEMU2_U11] Can collaborate effectively in teams and assume leadership roles	The student is able to develop a strategy for cooperation and management of people creating a startup. He can recognize what kind of team is necessary for the proper operation of a startup and create appropriate team job descriptions.	[SU2] presentation/project/paper/ report
[IiEMU2_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 is able to implement basic startup operating models in practice and justify the use of a selected management model. Is able to prepare complex solutions to unusual problems and recognize the future consequences of actions taken.	[SU2] presentation/project/paper/ report

Subject contents

1. Formal and organisational aspects of setting up a startup.
2. Object of the start-up: product/service/technology.
3. Market analysis: customers, competitors and partners.
4. Sales: marketing strategy.
5. Finances in startup management: revenue forecast, costing, cash flow, and profitability of a startup.
6. Start-up management.
7. Forms of financing a start-up.

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	1. Peter F. Drucker, Menedżer skuteczny, MT Biznes 2017 2. Philip Kotler, Marketing, Rebis 2012 3. Mariusz Nowak, Zarządzanie finansami małych przedsiębiorstw, CeDeWu, 2023 4. Brian Tracy, Przedsiębiorczość. Jak założyć i rozwijać własną firmę, Onepress 2021
Supplementary literature	1. Michael E. Porter, Przewaga konkurencyjna. Osiąganie i utrzymywanie lepszych wyników, Onepress, 2010
eResources addresses	

Example issues/ example questions/ tasks being completed

Work placement

Not applicable

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