

**Subject card**

<b>Subject name and code</b>	Basics of Entrepreneurship, PG_00073605						
<b>Field of study</b>	Historical game design						
<b>Date of commencement of studies</b>	October 2024	<b>Academic year of realisation of subject</b>			2025/2026		
<b>Education level</b>	Bachelor's studies	<b>Subject group</b>			Humanistic-social subject group		
<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>			1.0		
<b>Learning profile</b>	academic	<b>Assessment form</b>					
<b>Conducting unit</b>							
<b>Name and surname of lecturer (lecturers)</b>	<b>Subject supervisor</b>		dr Waław Kulczykowski				
	<b>Teachers</b>						
<b>Lesson types</b>	<b>Lesson type</b>	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	<b>Number of study hours</b>	20.0	0.0	0.0	0.0	0.0	20
	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>	20		2.0		20.0	42
<b>Subject objectives</b>	The aim of the course is to introduce students to the fundamentals of entrepreneurship and management within the creative industries, with a particular focus on projects related to historical game development. Students will explore both classical and modern management theories, project planning principles, team building and motivation strategies, as well as business models used in the gaming sector. Throughout the course, they will develop practical skills in scheduling, self-management in creative work, and using tools such as the Business Model Canvas to design and structure their own initiatives.						
<b>Learning outcomes</b>	<b>Course outcome</b>		<b>Subject outcome</b>		<b>Method of verification</b>		
	[PGHL3_U08] Can effectively plan and organize his/her work, independently acquiring and consolidating knowledge in an orderly and systematic manner		The student is able to plan and organize the implementation of an undertaking (e.g. the concept of a historical game), independently acquiring and organizing the knowledge necessary for its implementation, taking into account the principles of management and teamwork.		[SU4] test/exam - oral or written [SU5] implementation of a problem task		
	[PGHL3_W11] Knows and understands the basic principles of creation and development of various forms of entrepreneurship		The student knows and understands the basic models and strategies for creating and developing entrepreneurial initiatives in the creative sector.		[SW4] test/exam - oral or written [SW5] implementation of a problem task		
	[PGHL3_K04] Is ready to think and act in an entrepreneurial manner		The student demonstrates readiness to undertake project and business initiatives, being able to identify development opportunities and take action in conditions of uncertainty and a changing environment.		[SK4] test/exam - oral or written [SK5] implementation of a problem task		

Subject contents	<p>1. Introduction to entrepreneurship in the creative industry</p> <p>2. Classical and modern management theories</p> <p>Classical management schools: Taylor, Fayol, Weber.</p> <p>Modern concepts: Agile, Lean Startup, Scrum.</p> <p>Theories in game development practice mini case studies.</p> <p>3. Project management basics. Project life cycle and project scheduling</p> <p>4. Managing a creative team</p> <p>Roles in a project team</p> <p>Building an effective team</p> <p>Motivating a project team motivation theories (Herzberg, Maslow).</p> <p>Resolving conflicts in a team: conflict resolution styles</p> <p>5. Business models in the historical games industry</p> <p>How to monetize historical games? (sales, crowdfunding, educational grants).</p> <p>Enterprise strategy and HR strategy</p> <p>6. Managing yourself in an enterprise</p> <p>7. Business Model Canvas</p>		
Prerequisites and co-requisites			
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	Test	60.0%	80.0%
	Active participation during classes, participation in discussions, implementation of problem-solving tasks during classes	60.0%	20.0%
Recommended reading	Basic literature	O. Gassmann, K. Frankenberger, M. Csik, Nawigator modelu biznesowego. 55 modeli, które zrewolucjonizują Twój biznes, Warszawa, 2021.	
	Supplementary literature	P. F. Drucker, Innowacja i przedsiębiorczość, Warszawa, 1992 / 2021. A. M. Brunet-Thornton (red.), Zarządzanie projektami kreatywnymi, Warszawa, 2020. S. Deci, R. Ryan, Self-Determination Theory: Basic Psychological Needs in Motivation, Development, and Wellness, New York, 2017. A. Pocztowski, Zarządzanie zasobami ludzkimi. Strategie procesy metody, Warszawa, 2021.	
	eResources addresses	Adresy na platformie eNauczanie:	

<p>Example issues/ example questions/ tasks being completed</p>	<p>How does entrepreneurship in the creative industry differ from the classic business model?          What elements of classic and modern management theories (e.g. Taylor, Fayol, Webber, Agile, etc.) can be applied to the process of creating a historical game?          What does the project life cycle look like and how to create its schedule using design tools?          What are the key roles in an interdisciplinary project team and how to effectively manage them?          What motivation theories work in managing a team of game developers?          How to recognize and resolve conflicts in a project team?          How can historical games be monetized? What revenue strategies are possible (grants, sales, crowdfunding)?          How does an enterprise strategy differ from a human resources management (HRM) strategy?          How to effectively manage yourself in the context of working in a startup or a small creative team?          How to create your own Business Model Canvas for a historical game?</p>
<p>Work placement</p>	<p>Not applicable</p>

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