University of Gdańsk

Subject card

Subject name and code	Business for Creators, PG_00177428		
Field of study	Economics		
Date of commencement of studies	October 2024	Academic year of realisation of subject	2024/2025
Education level	Master's studies	Subject group	Obligatory subject group in the field of study Optional subject group
Mode of study	part-time studies	Mode of delivery	e-learning
Year of study	1	Language of instruction	Polish
Semester of study	1	ECTS credits	3.0
Learning profile	academic	Assessment form	credit
Conducting unit	Department of Economics and Management of Transportation Companies -> Faculty of Economics -> Rector		
Name and surname of lecturer (lecturers)	Subject supervisor	dr Joanna Fryca	
	Teachers	dr Joanna Fryca dr Dagmara Wach	

Lesson types

Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
Number of study hours	20.0	0.0	0.0	0.0	0.0	20

E-learning hours included: 20.0

Additional information:

co-hosted dr D. Wach

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	20	0.0	0.0	20

Subject objectives

The purpose of the course is to familiarize the student with tools and practices that will support the conduct of creative activities.

Learning outcomes

Course outcome	Subject outcome	Method of verification
[EKONMU2_W10] knows the terms and principles of protection of industrial property and copyright, and understands the necessity of management of intellectual property resources	Student knows and understands the basic concepts and principles of industrial property protection, intellectual property and copyright law	[SW5] implementation of a problem task
[EKONMU2_K04] is ready to think and act in an entrepreneurial manner; adapts to new situations and conditions; undertakes challenges of creative thinking; acquires resilience to failures; can assess risks and threats and find ways of counteracting their effects	The student correctly identifies, diagnoses and resolves dilemmas and various options for solutions related to the profession	[SK5] implementation of a problem task
[EKONMU2_U04] can forecast and model complex economic and social processes using quantitative and qualitative methods and tools developed by economic sciences (including statistics and econometrics)	MSG2_U04 The student is able to use the knowledge he possesses to formulate and solve complex problems related to the functioning of business entities in the international market, with particular emphasis on the market of the European Union.	[SU5] implementation of a problem task
[EKONMU2_U06] can practically apply various forms and range of acquired knowledge in economics, finance and management, supplementing it with an independent critical analysis of its efficiency and usefulness	The student uses the acquired knowledge of economics, finance and management to solve economic and social dilemmas that arise in professional work	[SU5] implementation of a problem task

Subject contents

1. Introduction to the world of handicrafts and business
2. Profile of a creative artist (overcoming internal barriers)
3. Walt Disney strategy - a workshop on creating your own creative business
4. Creative process
5. Building the creator's brand in the handicraft market
6. Describing your creativity
7. Creating an image (on the Internet, at fairs, exhibitions and markets)
8. Social media - workshops on image creation
9. Pricing the creative process
10. Selling and pricing strategies for creativity
11. Copyright fields of exploitation, licenses, patents
12. Accounting for creative activities (Social Security, taxes)

Prerequisites and co-requisites

General knowledge of economics the basics of doing business.

Assessment methods and criteria

Subject passing criteria	Passing threshold	Percentage of the final grade
description of work and/or portfolio	51.0%	50.0%
social media project	51.0%	50.0%

Recommended reading

Basic literature

1. Pichlak M., *Projektowanie modeli biznesowych w branżach twórczych*, "ZN Politechniki Śląskiej, Organizacja i Zarządzanie", 2015, nr 86, 2015, s. 83-91.
2. Pichlak M., *Branże twórcze jako kluczowy stymulator rozwoju gospodarczego*, "ZN Politechniki Śląskiej, Organizacja i Zarządzanie", 2014, nr 70, s. 371-374.

Supplementary literature

1. Jurga B., *(wy)CEŃ SIĘ*, Ba-Ha-Art Barbara Jurga, Olkusz 2020.
2. Wach D., *Dzieła sztuki w Internecie*, [w:] *Biznes elektroniczny. Wybrane zagadnienia*, red. K. Dobrowolski i J. Kujawa, FRUG, Gdańsk 2005.
3. Wach D., *Wykorzystywanie mediów społecznościowych w działalności przedsiębiorstwa*, [w] *Przedsiębiorstwo: drogi sukcesu rynkowego*, red. J. Żurek, Polskie Wydawnictwo Ekonomiczne, Warszawa 2016, s. 457-468.

eResources addresses

Example issues/ example questions/ tasks being completed

Work placement

Not applicable

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