

Subject card

Subject name and code	Startup AI Project, PG_00177488						
Field of study	Informatics and Econometrics						
Date of commencement of studies	October 2025		Academic year of realisation of subject		2025/2026		
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	full-time studies		Mode of delivery		at the university		
Year of study	1		Language of instruction		Polish Polish		
Semester of study	2		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	15.0	0.0	30.0	0.0	0.0	45
	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	45		3.0		52.0	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
	[liEMU2_U11] The student 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. The student is able to 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
	[liEMU2_U06] Students 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.	Students can implement basic startup models in practice and justify the use of their chosen management model. Students can develop complex solutions to unusual problems and recognize the future consequences of their actions.	[SU2] presentation/project/paper/report
	[liEMU2_W09] The student 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
	[liEMU2_K03] The student 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
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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