

Subject card

Subject name and code	Developing University - Industry Cooperation, PG_00179737						
Field of study	Finance and Accounting, Informatics and Econometrics, Management, Management of Healthcare Institutions, Sport Management						
Date of commencement of studies	October 2025		Academic year of realisation of subject		2025/2026		
Education level	Bachelor's studies		Subject group		Optional subject group		
Mode of study	full-time studies		Mode of delivery		at the university		
Year of study	1		Language of instruction		Polish		
Semester of study	2		ECTS credits		2.0		
Learning profile	academic		Assessment form		credit		
Conducting unit							
Name and surname of lecturer (lecturers)	Subject supervisor		dr Emilia Dobrowolska				
	Teachers		dr Emilia Dobrowolska				
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	15.0	0.0	0.0	0.0	0.0	15
	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	15		1.0		34.0	50
Subject objectives	The aim of the course is to familiarize students with the issues that concern building inter-organizational relationships, with particular emphasis on university-industry cooperation.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[IiEL3_W01] The student knows and understands to an advanced degree the nature and evolution of theories in management, quality sciences, economics, and finance, along with their place in the social sciences system —especially in applying informatics or statistics tools.	The student has an advanced knowledge and understanding of contemporary strategic management theories, including the relational approach, which allows an in-depth assessment of the importance of relational resources in building competitive advantage in network systems.	[SW2] presentation/project/paper/report
	[ZISZL3_W01] The student has advanced knowledge of the discipline of management and quality sciences and understands its interrelationships with other social sciences.	The student has advanced knowledge of building university-industry collaboration, and understands the variability of these relationships, which affects the stakeholders of network systems.	[SW2] presentation/project/paper/report
	[ZSSML3_W01] The student as advanced knowledge in the discipline of management and quality sciences and understands its interrelationship with other social sciences.	The student has advanced knowledge in inter-organizational networks analysis and knows motives and barriers of building university-industry collaboration in a knowledge-based economy.	[SW2] presentation/project/paper/report
	[ZARZL3_W01] The student has advanced knowledge and understanding of the nature and evolution of management, quality sciences, economics, and finance theories, along with their place in the social sciences system — particularly their relevance to business decision-making.	The student has an advanced understanding of the complex problems associated with the university-industry collaboration and proposes innovative solutions appropriate to the changing business environment.	[SW2] presentation/project/paper/report
	[FiRL3_W01] The student has advanced knowledge and understanding of the nature and evolution of management, quality, economics, and finance theories and their place in the social sciences system, particularly from the perspectives of finance and accounting.	The student has an advanced knowledge and understanding of the need to design innovative business models in networks.	[SW2] presentation/project/paper/report
Subject contents	1. Network thinking methodology. 2. Toward a relational view in management sciences. 3. The importance of interorganizational relationships from the knowledge-based economy approach. 4. Stakeholder analysis in networks. 5. Forms of university-industry collaboration. 6. Factors motivating to build university-industry collaboration and barriers of collaboraton. 7. Outcomes of university-industry collaboration. 8. The concept of Open Innovation and university-industry collaboration. 9. Business models hybridization.		
Prerequisites and co-requisites	Basic knowledge in management		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	project	51.0%	100.0%

Recommended reading	Basic literature	1. E. Dobrowolska, A. Szymańska, J. Litwin, <i>Innowacje jako efekt współpracy przedsiębiorstw przemysłu stoczniowego i uczelni technicznych perspektywa przedsiębiorcy</i>, Wydawnictwo Uniwersytetu Gdańskiego, Gdańsk 2025. 2. E. Dobrowolska, <i>W kierunku uniwersytetu przedsiębiorczego</i>, Wydawnictwo Uniwersytetu Gdańskiego, Gdańsk 2021. 3. F. Tużnik, <i>Zarządzanie współpracą biznes nauka. Perspektywa przedsiębiorstwa</i>, Wydawnictwo Uniwersytetu Warszawskiego, Warszawa 2023.
	Supplementary literature	1. J. Rybicki, E. Dobrowolska, <i>Model współpracy polskich politechnik z przedsiębiorstwami - identyfikacja i kierunki rozwoju</i>, Organizacja i Kierowanie 2018, Nr 2(181), 159-174. 2. J. Rybicki, E. Dobrowolska, <i>Hybrydyzacja modeli biznesowych w procesie tworzenia innowacji technologicznych</i>, Przegląd Organizacji 2018, Nr 7(942), 3-9. 3. M. Bielecki, A. Bukowska-Piestrzyńska, J. Górniak-Krupińska, U. Motowidlak, <i>Społecznie odpowiedzialne uczelnie wyższe</i>, Wydawnictwo Uniwersytetu Łódzkiego, Łódź 2025.
	eResources addresses	
Example issues/ example questions/ tasks being completed	What is the meaning of the relational view in knowledge based economy? What are the motives to set up university - industry cooperation? What kind of barriers can be distinguished in university - industry cooperation? What are the outcomes of university - industry cooperation?	
Work placement	Not applicable	

Document generated electronically. Does not require a seal or signature.