

Subject card

Subject name and code	Startups design, PG_00052427						
Field of study	Chemical Business						
Date of commencement of studies	October 2026		Academic year of realisation of subject			2027/2028	
Education level	Bachelor's studies		Subject group			Obligatory subject group in the field of study Humanistic-social 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	2		Language of instruction			Polish	
Semester of study	3		ECTS credits			1.0	
Learning profile	academic		Assessment form			credit	
Conducting unit	Department of Macroeconomics -> Faculty of Economics -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		dr hab. Marek Szczepaniec				
	Teachers						
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		2.0		8.0	25
Subject objectives	The aim of the course is to acquire basic knowledge in the field of establishing and operating start-ups.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[BCHINŻ_W01] Describes the relationship between the economy and the functioning of the chemical industry.	He knows how companies from the chemical and pharmaceutical industries operate on the market.	[SW4] test/exam - oral or written [SW2] presentation/project/paper/report
	[BCHINŻ_W12] Has basic knowledge of man as an entity creating economic structures in the chemical business and has elementary knowledge of the principles and motives of human action in these structures.	He knows what personal traits an entrepreneur should have.	[SW4] test/exam - oral or written [SW2] presentation/project/paper/report
	[BCHINŻ_U12] Is able to participate in the analyses and evaluation of alternative solutions to economic problems and choose methods and instruments to rationally resolve them.	Knows how to analyze the market: demand, supply and prices.	[SU2] presentation/project/paper/report [SU4] test/exam - oral or written
	[BCHINŻ_K06] Is familiar with the general principles of creating and operating forms of individual entrepreneurship.	Knows what the process of starting your own business looks like.	[SK2] presentation/project/paper/report [SK4] test/exam - oral or written
	[BCHINŻ_U11] Uses the acquired economic knowledge in undertaking independent business activities and resolving dilemmas of professional work.	Is able to make decisions regarding: products, prices, distribution and promotion.	[SU2] presentation/project/paper/report [SU4] test/exam - oral or written
	[BCHINŻ_W09] Describes the principles of creating and developing forms of individual entrepreneurship using knowledge of economics.	Is able to prepare a business plan.	[SW2] presentation/project/paper/report [SW3] text preparation/written work
	[BCHINŻ_K01] Identifies the level of her/his own knowledge and skills as well as the need to update engineering knowledge, continuous professional training and personal development.	Understands the need to update knowledge about entrepreneurship.	[SK2] presentation/project/paper/report [SK4] test/exam - oral or written
	[BCHINŻ_K03] Independently sets or implements a set action plan specifying priorities for its implementation; critically assesses its progress.	Is able to prepare a plan to create a start-up.	[SK2] presentation/project/paper/report [SK4] test/exam - oral or written

Subject contents	1. Entrepreneur		
	2. Market analysis		
	3. Target groups - individual and business customers		
	4. Product/service policy		
	5. Pricing policy		
	6. Distribution system		
	7. Communication system		
	8. Business financing		
	9. Internationalization of the enterprise		
	10. Corporate social responsibility (CSR)		
	11. Test		
	12-13. Business plan		
Prerequisites and co-requisites	No requirements		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	Business plan	51.0%	50.0%
	Test	51.0%	50.0%
Recommended reading	Basic literature	Start-up and development of enterprises. How to start your own business and achieve success? Ed. Szczepaniec M., Kulawczuk P., Sierpińska M., Ed. UG, Gdańsk 2024. J. Cieśliak, Entrepreneurship for ambitious people. How to start your own business. Academic and Professional Publishing Houses, Warsaw 2010.	
	Supplementary literature	M. Szczepaniec, P. Kulawczuk, T. Jurkiewicz, Behavioral finance of micro, small and medium-sized enterprises. How to avoid mistakes in business and make optimal decisions. Ed. UG, Gdańsk 2021.	
	eResources addresses		

Example issues/ example questions/ tasks being completed	Legal forms of business activity Preparation of a product/service offer Pricing Construction of a distribution system Marketing communication Sources of financing
Work placement	Not applicable

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