

Subject card

Subject name and code	Creating a start-up and running a company on the media market, PG_00166934						
Field of study	Audiovisual Production						
Date of commencement of studies	October 2026		Academic year of realisation of subject		2028/2029		
Education level	Bachelor's studies		Subject group		Obligatory subject group in the field of study Subject group related to practical vocational preparation		
Mode of study	full-time studies		Mode of delivery		at the university		
Year of study	3		Language of instruction		Polish		
Semester of study	5		ECTS credits		3.0		
Learning profile	practical		Assessment form		credit		
Conducting unit	Division of Audiovisual Production -> Institute of Culture Studies -> Faculty of Languages -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		dr Piotr Kurpiewski				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	0.0	20.0	0.0	0.0	0.0	20
	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	20		2.0		53.0	75
Subject objectives	The student gains knowledge about starting and running a company on the media market in Poland. He/she learns about the types of start-ups and is able to prepare a business project on his/her own. They learn to analyze opportunities and threats.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[PFAL3_K01] Understands the need to constantly deepen and update professional qualifications in film production, especially actively following changes in this area.	He/she understands the need to constantly deepen and update professional qualifications in film production, including in particular active monitoring of changes in this area, as well as in the field of conducting business activity on the audiovisual market.	[SK2] presentation/project/paper/report [SK5] implementation of a problem task
	[PFAL3_K02] He/she is prepared to take an active part in the activities of institutions, organizations and social groups involved in audiovisual production.	It is prepared to take an active part in the activities of business entities, institutions, organizations and social groups involved in audiovisual production.	[SK2] presentation/project/paper/report [SK5] implementation of a problem task
	[PFAL3_U06] He/she has the ability to identify sources of financing for audiovisual production and effectively apply for financing.	He/she has the ability to identify sources of financing for audiovisual production and effectively seek financing as part of the creation of his/her own business entities.	[SU1] oral statement/conversation/discussion [SU5] implementation of a problem task [SU6] demonstration of practical skills
	[PFAL3_U07] Can run a company on the audiovisual market.	He/she can run a company and create a start-up on the audiovisual market.	[SU2] presentation/project/paper/report [SU5] implementation of a problem task
	[PFAL3_W12] He/she knows the basics of management necessary to run an audiovisual production business	He/she knows the basics of management necessary to run an audiovisual production business, especially in the context of creating a start-up.	[SW4] test/exam - oral or written [SW1] oral statement/conversation/discussion [SW2] presentation/project/paper/report [SW3] text preparation/written work
	[PFAL3_W05] He/she understands the specifics of audiovisual production.	He/she understands the specifics of audiovisual production in the area of independent business.	[SW1] oral statement/conversation/discussion [SW2] presentation/project/paper/report [SW3] text preparation/written work
Subject contents	Market analysis; Creative Industries/Industry Analysis; evaluation of the idea; protection of the idea; types of business activities; business financing; business plan; marketing plan.		
Prerequisites and co-requisites			
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	preparation of the credit project	51.0%	80.0%
	active participation in classes	85.0%	20.0%
Recommended reading	Basic literature	Miller-Cole, B. Cole, Self Made: The definitive guide to business startup success, John Murray Learning 2017. V. Evans, B. Tracy, Niesamowity biznesplan. Zdobądź fundusze na rozwój firmy lub startup, Gliwice 2015.	
	Supplementary literature	n/a	
	eResources addresses		
Example issues/ example questions/ tasks being completed	The task of creating a project for a start-up and a company operating on the audiovisual market.		
Work placement	Not applicable		

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