University of Gdańsk

Subject card

Subject name and code	Profitability of IT Ventures, PG_00178690		
Field of study	Informatics and Econometrics		
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 Optional subject group Subject group related to scientific research in the field of study
Mode of study	part-time studies	Mode of delivery	at the university
Year of study	3	Language of instruction	Polish
Semester of study	6	ECTS credits	5.0
Learning profile	academic	Assessment form	credit
Conducting unit	Department of Investment and Real Estate -> Faculty of Management -> Rector		
Name and surname of lecturer (lecturers)	Subject supervisor	dr hab. Anna Wojewnik-Filipkowska	
	Teachers		

Lesson types

Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
Number of study hours	8.0	0.0	24.0	0.0	0.0	32

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	32	2.0	91.0	125

Subject objectives

Understanding the process of preparing and evaluating the financial efficiency of investment projects, including risk assessment elements, with special emphasis on IT projects. Gaining knowledge and understanding of the process of preparing financial models used for investment decision-making and assessing the financial efficiency of investments. In particular, the course aims to prepare the financial feasibility part of feasibility studies for investment projects using built-in spreadsheet functions: financial, logical, mathematical, as well as functions related to recording, running, and editing macros.

Learning outcomes

Course outcome	Subject outcome	Method of verification
[IiEL3_U01] The student can analyze and interpret social and economic processes and phenomena using knowledge and econometrics, informatics or statistics tools from management and quality sciences, economics and finance.	The student interprets the results of risk and financial efficiency analyses of investment projects, formulating conclusions that support investment decisions.	[SU4] test/exam - oral or written [SU5] implementation of a problem task
[IiEL3_U06] The student can use and integrate knowledge of management and quality sciences, economics, and finance to resolve dilemmas and complex problems that arise in professional work.	The student is able to integrate knowledge from management, economics, and finance to analyze and solve problems related to the preparation and evaluation of investment projects.	[SU4] test/exam - oral or written [SU5] implementation of a problem task
[IiEL3_W09] To an advanced degree, the student knows and understands the general principles of creating and developing various forms of entrepreneurship, including the possibility of using informatics or statistics tools.	The student understands the role of IT tools, including spreadsheet functions and macros, in financial modeling and investment efficiency evaluation.	[SW4] test/exam - oral or written [SW5] implementation of a problem task

Subject contents

Lecture topics

1. Types of investment projects, investment project lifecycle, types of pre-investment studies, types of decisions at different project stages.
2. Purpose, content, and functions of the investment project feasibility study.
3. Specific characteristics of IT ventures as investment projects.
4. Basic aspects of profitability analysis and the concept of investment project evaluation. The problem of assumptions in the project. Principles of creating a financial model within feasibility studies.
5. Scope, objectives, principles, and types of project profitability calculations. Static and dynamic methods.
6. Types and methods of calculating cash flows (FCFF, FCFE).
7. Specifics of evaluating development projects. Non-financial effects of IT ventures. Uncertainty and risk.

Computer lab topics

1. Concept of an IT investment project.
2. Planning assumptions for the model of an IT project.
3. Planning production/service capacity (structure), sales revenue, and costs.
4. Planning investment outlays and selecting financing sources, and cost estimation (continued).
5. Forecasting financial statements for the financial model used in profitability evaluation.
6. Evaluation of the investment project profitability from a standard perspective (FCFF) and owners perspective (FCFE). Building multi-scenario models.
7. Risk assessment of the investment project. Conclusions from the analysis.

Prerequisites and co-requisites

Assessment methods and criteria

Subject passing criteria	Passing threshold	Percentage of the final grade
implementation of a problem task	51.0%	50.0%
test/exam - oral or written	51.0%	50.0%

Recommended reading

Basic literature	1. Behrens W., Hawranek P.M., Poradnik przygotowania przemysłowych studiów feasibility. Wydawnictwo UNIDO, Warszawa 1993. 2. Nawrocka E., Szczepaniak K., Welzant K., Wojewnik-Filipkowska A., Inwestycje przedsiębiorstw w niepewnych warunkach rynkowych, CeDeWu, 2022, s. 13-80; s. 187-208. 3. Rymarzak M. (red.), Zarządzanie inwestycjami i nieruchomościami - wybrane problemy, Fundacja Rozwoju Uniwersytetu Gdańskiego, Gdańsk 2011, s. 85-131.
Supplementary literature	1. Dziworska K., Decyzje inwestycje przedsiębiorstw. Wydawnictwo Uniwersytetu Gdańskiego, Gdańsk 2000. 2. Krzymowski B., Excel 2003 PL Poradnik dla nieinformatyków, HELP, 2004. 3. Marcinek K. Wprowadzenie do inwestowania. Wydawnictwo Uniwersytetu Ekonomicznego w Katowicach Katowice, 2014
eResources addresses	

Example issues/ example questions/ tasks being completed

Work placement	Not applicable

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