

Subject card

Subject name and code	Basics of Entrepreneurship, PG_00190254						
Field of study	Historical game design						
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	
Mode of study	full-time studies	Mode of delivery				at the university	
Year of study	2	Language of instruction				Polish	
Semester of study	4	ECTS credits				2.0	
Learning profile	academic	Assessment form				credit	
Conducting unit							
Name and surname of lecturer (lecturers)	Subject supervisor		dr Ewelina Gdaniec				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	20.0	0.0	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		0.0		30.0	50
Subject objectives	The aim of the course is to introduce students to the fundamentals of entrepreneurship and management within the creative industries, with a particular focus on projects related to historical game development. Students will explore both classical and modern management theories, project planning principles, team building and motivation strategies, as well as business models used in the gaming sector. Throughout the course, they will develop practical skills in scheduling, self-management in creative work, and using tools such as the Business Model Canvas to design and structure their own initiatives.						
Learning outcomes	Course outcome		Subject outcome			Method of verification	
	[PGHL3_U08] Plans and pursues the development of their own competencies within the framework of lifelong learning		The student is able to plan and organize the implementation of an undertaking (e.g. the concept of a historical game), independently acquiring and organizing the knowledge necessary for its implementation, taking into account the principles of management and teamwork.			[SU4] test/exam - oral or written [SU5] implementation of a problem task	
	[PGHL3_W11] Presents the principles of creating and developing various forms of entrepreneurship related to the creative industries and the heritage sector		The student knows and understands the basic models and strategies for creating and developing entrepreneurial initiatives in the creative sector.			[SW4] test/exam - oral or written [SW5] implementation of a problem task	

Subject contents	<p>1. Introduction to entrepreneurship in the creative industry</p> <p>2. Classical and modern management theories</p> <p>Classical management schools: Taylor, Fayol, Weber.</p> <p>Modern concepts: Agile, Lean Startup, Scrum.</p> <p>Theories in game development practice mini case studies.</p> <p>3. Project management basics. Project life cycle and project scheduling</p> <p>4. Managing a creative team</p> <p>Roles in a project team</p> <p>Building an effective team</p> <p>Motivating a project team motivation theories (Herzberg, Maslow).</p> <p>Resolving conflicts in a team: conflict resolution styles</p> <p>5. Business models in the historical games industry</p> <p>How to monetize historical games? (sales, crowdfunding, educational grants).</p> <p>Enterprise strategy and HR strategy</p> <p>6. Managing yourself in an enterprise</p> <p>7. Business Model Canvas</p>											
Prerequisites and co-requisites												
Assessment methods and criteria	<table border="1"> <thead> <tr> <th data-bbox="453 1431 794 1460">Subject passing criteria</th> <th data-bbox="799 1431 1141 1460">Passing threshold</th> <th data-bbox="1145 1431 1492 1460">Percentage of the final grade</th> </tr> </thead> <tbody> <tr> <td data-bbox="453 1467 794 1563">Active participation during classes, participation in discussions, implementation of problem-solving tasks during classes</td> <td data-bbox="799 1467 1141 1563">60.0%</td> <td data-bbox="1145 1467 1492 1563">20.0%</td> </tr> <tr> <td data-bbox="453 1570 794 1599">Test</td> <td data-bbox="799 1570 1141 1599">60.0%</td> <td data-bbox="1145 1570 1492 1599">80.0%</td> </tr> </tbody> </table>			Subject passing criteria	Passing threshold	Percentage of the final grade	Active participation during classes, participation in discussions, implementation of problem-solving tasks during classes	60.0%	20.0%	Test	60.0%	80.0%
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<p>Example issues/ example questions/ tasks being completed</p>	<p>How does entrepreneurship in the creative industry differ from the classic business model? What elements of classic and modern management theories (e.g. Taylor, Fayol, Webber, Agile, etc.) can be applied to the process of creating a historical game? What does the project life cycle look like and how to create its schedule using design tools? What are the key roles in an interdisciplinary project team and how to effectively manage them? What motivation theories work in managing a team of game developers? How to recognize and resolve conflicts in a project team? How can historical games be monetized? What revenue strategies are possible (grants, sales, crowdfunding)? How does an enterprise strategy differ from a human resources management (HRM) strategy? How to effectively manage yourself in the context of working in a startup or a small creative team? How to create your own Business Model Canvas for a historical game?</p>
<p>Work placement</p>	<p>Not applicable</p>

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