

Subject card

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| Subject name and code | Establishing and Financing Innovative Companies - Practical Workshops, PG_00199071 | | | | | | |
| Field of study | Economics | | | | | | |
| 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 | full-time studies | Mode of delivery | | | at the university | | |
| Year of study | 3 | Language of instruction | | | Polish | | |
| Semester of study | 6 | ECTS credits | | | 3.0 | | |
| Learning profile | academic | Assessment form | | | credit | | |
| Conducting unit | Department of International Economics and Economic Development -> Faculty of Economics -> Rector | | | | | | |
| Name and surname of lecturer (lecturers) | Subject supervisor | | dr inż. Tomasz Laskowicz | | | | |
| | Teachers | | | | | | |
| Lesson types | Lesson type | Lecture | Tutorial | Laboratory | Project | Seminar | SUM |
| | Number of study hours | 0.0 | 30.0 | 0.0 | 10.0 | 0.0 | 40 |
| | 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 | 40 | | 0.0 | | 35.0 | 75 |
| Subject objectives | The purpose of the course is to acquire practical knowledge and skills in the creation of innovative startup enterprises and to understand the mechanism of financing entrepreneurship, especially those with a high degree of innovation and business risk. | | | | | | |

| Learning outcomes | Course outcome | Subject outcome | Method of verification |
|-------------------|--|---|---|
| | [EKONL3_U02] is able to use the knowledge of theory and data to analyse concrete economic and social processes and phenomena and to analyse these phenomena using methods developed in economics, finance and management sciences | Knows and uses market data analysis tools to best match the solutions created with market needs. Able to track real-time data and reach out to data sources for startup development and funding opportunities. | [SU1] oral statement/conversation/discussion [SU5] implementation of a problem task |
| | [EKONL3_K03] participates in the preparation of economic and social projects, being able to reconcile legal, economic, ecological, political and social requirements | Can prepare investment documents such as an investor presentation and other documents necessary to communicate with investors, founders, employees and the business community to position the company and enable business contacts. Can present an ongoing project in an understandable and concise manner. | [SK1] oral statement/conversation/discussion [SK2] presentation/project/paper/report |
| | [EKONL3_K04] is willing to think and act in an entrepreneurial manner; adapts to new situations and conditions, takes on the challenges of creative thinking, is resilient in the face of failure, is able to identify risks and assess the risks of failure | Understands the characteristics of early-stage enterprises. Understands the importance of the need to constantly observe the market's reaction to subsequent changes and is guided by the method of testing subsequent solutions before committing expenditures to their further development in order to immediately, continuously verify business assumptions and maintain readiness for their immediate update. | [SK1] oral statement/conversation/discussion [SK2] presentation/project/paper/report |
| | [EKONL3_K06] is willing to be guided in his professional life by business ethics and corporate social responsibility, to respect others and to be loyal to his employer | Understands the relationship between investors and founders of companies seeking external financing. Understands the long-term benefits of working at the highest level of ethics. Can implement a high standard of management in an organization to ensure a comfortable and inclusive work environment with respect for minorities. | [SK2] presentation/project/paper/report [SK5] implementation of a problem task |
| | [EKONL3_W11] knows the general principles for the creation and development of forms of individual entrepreneurship, using knowledge of economics, finance and management sciences | He is able to choose the optimal legal form for the creation of a formal basis for business activity and understands the consequences of choosing a particular form of activity, including in relation to the planned means of obtaining financing for development. | [SW1] oral statement/conversation/discussion [SW2] presentation/project/paper/report [SW5] implementation of a problem task |
| | [EKONL3_U06] uses the knowledge acquired in economics, finance and management to solve economic and social dilemmas arising in the professional context | He is able to estimate the economic risks associated with the business and to select and track the most important financial indicators for the business on an ongoing basis. Able to use financial indicators to reliably value a business for equity financing. | [SU1] oral statement/conversation/discussion [SU5] implementation of a problem task |
| | [EKONL3_U07] is able to participate in analyses and evaluations of alternative solutions to economic and social problems and to choose the methods and instruments to resolve them rationally | Able to quickly analyze alternative scenarios for the development of the enterprise and prepare the enterprise for rapid changes in direction at an early stage of the business. Able to create an agile management structure for the entity and minimize the risk of project failure, in case of negative verification of the original business assumptions. | [SU1] oral statement/conversation/discussion [SU5] implementation of a problem task |

| | Course outcome | Subject outcome | Method of verification |
|---------------------------------|---|--|--|
| | [EKONL3_W08] has an advanced knowledge of the processes of changing elements, enterprises and whole structures of economic organisations, as well as the processes of changing social institutions, knows what their causes, course, scale, consequences are and what the influence of external stakeholders is on them | Understands trends in the economic environment of early-stage, highly innovative companies. Understands the relationship between the startup and other representatives of the economic environment and the benefits of being able to work with these entities. | [SW5] implementation of a problem task |
| Subject contents | <ol style="list-style-type: none"> 1. Workshop: Validating an innovative business idea 2. Group work: creating a business plan for a startup 3. Simulation: creating investment documents 4. Market analysis: Methods of collecting and interpreting market data 5. Workshop: Selection of the legal form of the business to be conducted 6. Practical aspects of business registration 7. Simulation: Negotiations with investors 8. Group work: Developing a strategy for financing a startup 9. Workshop: Creating pitch deck presentations 10. Case study: Analysis of successes and failures of innovative enterprises 11. Simulation: external financing for a startup 12. Workshop: Managing cash flow in a startup 13. Simulation: Assessing risks and developing strategies to minimize them 14. Group work: Developing a plan for the development and expansion of an innovative enterprise 15. Workshop: Cooperation with the economic environment and institutions supporting the development of entrepreneurship 16. Modern tools for creating an agile structure in the enterprise <p>During consultations, students can supplement the knowledge acquired during practical workshops and agree on the form and scope of their final project.</p> | | |
| Prerequisites and co-requisites | Basic knowledge of business management. | | |
| Assessment methods and criteria | Subject passing criteria | Passing threshold | Percentage of the final grade |
| | Presentation of the selected subject | 51.0% | 80.0% |
| | Active participation in activities | 51.0% | 20.0% |

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| Recommended reading | Basic literature | <p>J. Burnewicz, A. Koźlak, P. Borkowski, Innowacje w rozwoju ekonomiczno-społecznym, Tom II Ujęcie empiryczne, Wyd. Uniwersytetu Gdańskiego, Gdańsk 2021</p> <p>A. Skala, Startupy. Wyzwanie dla zarządzania i edukacji przedsiębiorczości, edu-Libri, Kraków 2018</p> |
| | Supplementary literature | <p>M. Brown, S. Ellis, Hacking Growth, Crown Business, New York 2017</p> <p>E. Ries, The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses, Helion, Warszawa 2012</p> <p>C. Voss, T. Raz, Never Split the Difference. Negotiating as if Your Life Depended on It, HarperBusiness, New York 2017</p> |
| | eResources addresses | |
| Example issues/ example questions/ tasks being completed | | |
| Work placement | Not applicable | |

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