


**KAPITAŁ LUDZKI**  
 NARODOWA STRATEGIA SPÓJNOŚCI

 Projekt współfinansowany przez  
 Unię Europejską w ramach  
 Europejskiego Funduszu  
 Społecznego

**UNIA EUROPEJSKA**  
 EUROPEJSKI  
 FUNDUSZ SPOŁECZNY


<b>Course title</b>		<b>ECTS code</b>	
Startups design		13.3.0734	
<b>Name of unit administrating study</b>			
Faculty of Economics			
<b>Studies</b>			
<b>faculty</b>	<b>field of study</b>	<b>type</b>	all
Faculty of Chemistry	Chemical Business	<b>form</b>	all
		<b>specjalty</b>	all
		<b>specialization</b>	all
<b>Teaching staff</b>			
prof. UG, dr hab. Przemysław Kulawczuk			
<b>Forms of classes, the realization and number of hours</b>		<b>ECTS credits</b>	
<b>Forms of classes</b>		3	
Auditorium classes, Lecture		classes - 45 h	
<b>The realization of activities</b>		tutorial classes – 5 h	
classroom instruction		student's own work – 25 h	
<b>Number of hours</b>		Total: 75 h - 3 ECTS	
Auditorium classes: 30 hours, Lecture: 15 hours			
<b>The academic cycle</b>			
2023/2024 winter semester			
<b>Type of course</b>		<b>Language of instruction</b>	
obligatory		polish	
<b>Teaching methods</b>		<b>Form and method of assessment and basic criteria for evaluation or examination requirements</b>	
<ul style="list-style-type: none"> <li>- Group projects, individual projects,</li> <li>- Interactive lecture</li> <li>- critical incident (case) analysis</li> <li>- group work</li> </ul>		<b>Final evaluation</b>	
		Graded credit	
		<b>Assessment methods</b>	
		Assessment methods	
		Knowledge test - open and closed questions 30% of points	
		Group project 30% of points	
		Individual project 25% points	
		Presentation of the case study 15% of points	
		<b>The basic criteria for evaluation</b>	
		The basic criteria for evaluation or exam requirements	
		Obtaining the required (51%) number of points from the written assessment.	
		The student will accumulate points (maximum 100) according to the key defined above, the scale of grades in accordance with the study regulations	
		Test of knowledge criteria of assessment: correctness of closed responses and quality (idea, feasibility) of answers to open questions	
		Group project evaluation criteria: idea, feasibility, correctness,	
		Individual project evaluation criteria: idea, feasibility, correctness	
		Presentation of the case study: innovation of topic selection, quality of the oral presentation, quality of the case study resume	
<b>Method of verifying required learning outcomes</b>			
<b>Required courses and introductory requirements</b>			
<b>A. Formal requirements</b>			
none			

<p><b>B. Prerequisites</b> none</p>	
<p><b>Aims of education</b></p> <p>Aims of education The aim of the course is to acquire basic knowledge in the establishment and operation of startups and acquisition of skills in the use of tools for the design of new enterprises and undertakings</p>	
<p><b>Course contents</b></p> <p>Course contents</p> <p>Lectures:</p> <ol style="list-style-type: none"> <li>1. The founding motives when creating new enterprises</li> <li>2. The entrepreneur's assets and their importance</li> <li>3. Business as a team undertaking. Planning the qualifications necessary for success</li> <li>4. The importance of time when starting a business. Schedules and time plans</li> <li>5. Theoretical concepts in the field of starting a business (ways to form a business model for start up)</li> <li>6. The leading motive of business and its resistance to failure. Success factors for forming a new company</li> <li>7. Forming the start-up business model</li> <li>8. Basic cost-effectiveness calculation</li> <li>9. Forming the legal structure of the company</li> <li>10. Designing the organizational structure</li> <li>11. Designing market activities and revenues - goals</li> <li>12. Business monitoring, adjustments, start-up restructuring and assessment of development progress</li> </ol> <p>Classes:</p> <ol style="list-style-type: none"> <li>1. Balancing opportunities and threats when starting a business</li> <li>2. Preparing the schedule and operational plan of the implementation</li> <li>3. Determining the motives of recipients, the value of unit transactions and success factors</li> <li>4. Formulation of the start-up business model</li> <li>5. Making profitability calculations</li> <li>6. Choice of legal form</li> <li>7. Designing the organizational structure</li> <li>8. Designing the structure of required qualifications and employment of human capital</li> <li>9. Designing market goals and revenues</li> <li>10. Designing the monitoring system and the method of making conclusions based on it</li> </ol>	
<p><b>Bibliography of literature</b></p> <p>Bibliography of literature Literature required to pass the course</p> <ol style="list-style-type: none"> <li>1. Jak zostać i pozostać przedsiębiorcą, PARP, 2014</li> <li>1. T. Gołębiowski (red), Modele biznesu polskich przedsiębiorstw, SGH 2008</li> <li>2. Modele biznesowe budowy i rozwoju firm spin off na podbudowie szkoły wyższej, praca zbiorowa, IBnDiPP, Warszawa 2010</li> <li>3. Modele biznesowe przedsiębiorstw tworzonych na bazie szkół wyższych, IBnDiPP, Warszawa 2011</li> </ol> <p>Extracurricular readings</p>	
<p><b>The learning outcomes (for the field of study and specialization)</b></p>	<p><b>Knowledge</b></p> <p>Knowledge The student knows:</p> <ol style="list-style-type: none"> <li>1. What are the founding motives when creating new enterprises</li> <li>2. What constitutes the entrepreneur's assets and their meaning</li> <li>3. How human capital functions in business</li> <li>4. What is the importance of time when starting a business.</li> <li>5. What are the theoretical concepts in the field of starting a business (ways to form a business model for start up)</li> <li>6. What is the leading motive of business and its resistance to failure. What are the main factors for the success of forming a new enterprise</li> <li>7. What is the formation of the start-up business model</li> <li>8. How to make a basic calculation of profitability</li> <li>9. How the formation of the legal structure of an enterprise takes place</li> <li>10. What is the design of the organizational structure</li> </ol>

11. What is the design of market activities and revenues - goals
12. What are the tasks of business monitoring, adjustments, start-up restructuring and assessment of development progress

### Skills

#### Skills

The student can:

1. Make a balance of opportunities and threats when starting a business
2. Establish a schedule and operational deployment plan
3. Set up recipient motives, unit transaction values and success factors
4. Formulate the start up business model
5. Make a profitability calculation
6. Choose the legal form
7. Design the organizational structure
8. Design the structure of required qualifications and employment of human capital
9. Design market goals and revenues
10. Design a simple system of monitoring system and a way of making conclusions based on it

### Social competence

Social competence

Self-reliance, initiative, team work, help other students

### Contact

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