



**KAPITAŁ LUDZKI**  
NARODOWA STRATEGIA SPÓJNOŚCI

Projekt współfinansowany przez  
Unię Europejską w ramach  
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Społecznego

**UNIA EUROPEJSKA**  
EUROPEJSKI  
FUNDUSZ SPOŁECZNY



<b>Course title</b>		<b>ECTS code</b>	
Economics of a technological enterprise		4.0.1833	
<b>Name of unit administrating study</b>			
Faculty of Economics			
<b>Studies</b>			
<b>faculty</b>	<b>field of study</b>	<b>type</b>	drugiego stopnia
Wydział Chemii	Biznes chemiczny	<b>form</b>	stacjonarne
		<b>specjalty</b>	wszystkie
		<b>specialization</b>	wszystkie
<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	
Lecture		Lectures – 30 hours	
<b>The realization of activities</b>		Consultations – 15 hours	
classroom instruction		Student's own work – 30 hours	
<b>Number of hours</b>		TOTAL: 75 HOURS. – 3 ECTS POINTS	
Lecture: 30 hours			
<b>The academic cycle</b>			
2022/2023 summer 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>	
- Group discussions, planning workshops - multimedia-based lecture		<b>Final evaluation</b>	
		Graded credit	
		<b>Assessment methods</b>	
		Written assignment - developing a foreign market strategy entry for technological enterprise	
		<b>The basic criteria for evaluation</b>	
		The basic criteria for evaluation or exam requirements The quality of the developed strategy from the point of view of its 1) consistency, 2) target orientation, 3) logicity, 4) benefits offered, 5) taking into account the specificity of the foreign market, and 6) ease of implementation. Equal proportions of the above ingredients.	
<b>Method of verifying required learning outcomes</b>			
<b>Required courses and introductory requirements</b>			
<b>A. Formal requirements</b>			
none			
<b>B. Prerequisites</b>			
none			
<b>Aims of education</b>			
Aims of education			
- presentation of organizational and legal forms and ownership forms of technology enterprises, - acquaintance with the principles of developing development strategies of technology enterprises, - learning the principles of market product design and customer value design in international terms, - becoming acquainted with modern principles of business and technological process integration and strongly motivating acquisition of human capital			

<p>for the needs of a technology enterprise, - learning the principles of technology companies' policies regarding prices, margins and profitability in various markets</p>	
<p><b>Course contents</b></p> <p>Course contents</p> <ol style="list-style-type: none"> <li>1. Introduction to the economics of technology enterprises from the point of view of the specificity of this group of enterprises</li> <li>2. Organizational, legal and ownership solutions useful in designing a technology company</li> <li>3. Entry and exit from a technological investment</li> <li>4. Market design of products and values for international clients</li> <li>5. Building a development strategy for a technology enterprise in international terms. Business goals</li> <li>6. Integration of business and technological processes in a technology enterprise</li> <li>7. Motivating employees of technology companies. Employee stock option programs in the technology sector</li> <li>8. Techniques of public offerings and issuing capital by a technology company. Consequences</li> <li>9. Policy of technology enterprises in terms of prices, margins and profitability</li> <li>10. Building cooperation and competing in the technology sector. Strategic alliances and cooperation agreements</li> <li>11. Promotion of a technology company and its participation in building markets</li> <li>12. Security management of a technology company (IP issues, protection against crime, abuse, etc.)</li> </ol>	
<p><b>Bibliography of literature</b></p> <p>Bibliography of literature</p> <p>Literature required to pass the course</p> <ol style="list-style-type: none"> <li>1. Marketing eksportowy małych i średnich przedsiębiorstw w Regionie Południowego Bałtyku, praca zbiorowa pod red. H. Treder i P. Kulawczuka, Wydawnictwo Uniwersytetu Gdańskiego, Gdańsk 2012</li> <li>2. Przedsiębiorczość intelektualna i technologiczna XXI wieku, praca zbiorowa pod red. M. Bąka i P. Kulawczuka, Krajowa Izba Gospodarcza, Warszawa 2009</li> <li>3. M. Cardullo, Technological Entrepreneurism, Research Studies Press, Baldock 1999</li> <li>4. Modele biznesowe budowy i rozwoju firm spin off na podbudowie szkoły wyższej, praca zbiorowa, IBnDiPP, Warszawa 2010</li> <li>5. Electronic publications delivered by the lecturer</li> <li>6. Poradnik eksportera z IP dla MSP, Warszawa 2010, red. M. Bąk, P. Kulawczuk</li> </ol> <p>B. Extracurricular readings</p> <ol style="list-style-type: none"> <li>1. Dean A. Shepherd, Michel P. Peters, Robert D. Hisrich, Entrepreneurship, Irwin Professional, 2007</li> </ol>	
<p><b>The learning outcomes (for the field of study and specialization)</b></p>	<p><b>Knowledge</b></p>
	<p><b>Skills</b></p>
	<p><b>Social competence</b></p>
<p><b>Contact</b></p> <p>przemyslaw.kulawczuk@ug.edu.pl</p>	