

<b>Course title</b> Ekonomika przedsiębiorstwa ekonomicznego / Economics of a technological enterprise		<b>ECTS code</b> 4.0.1833	
<b>Name of unit administrating study</b> Faculty of Chemistry			
<b>Studies</b>			
<b>Field of study</b>	<b>Type</b>	<b>Form</b>	
Chemical Business	Master	Full-time studies	
<b>Teaching staff</b> dr hab. Przemysław Kulawczuk, prof. UG			
<b>Forms of classes, the realization and number of hours</b>		<b>ECTS credits</b>	
<b>A. Forms of classes, in accordance with the UG Rector's regulations</b> Lectures		Lectures – 30 hours Consultations – 15 hours Student's own work – 30 hours <b>TOTAL: 75 HOURS. – 3 ECTS POINTS</b>	
<b>B. The realization of activities</b> Lectures in lecturing room			
<b>Number of hours</b> 30 hours			
<b>The academic cycle</b> 2020/2021 winter semester			
<b>Type of course</b> obligatory		<b>Language of instruction</b> Polish	
<b>Teaching methods</b> Lectures with multimedia presentations Group discussions, planning workshops		<b>Form and method of assessment and basic criteria for evaluation or examination requirements</b>	
		<b>A. Final evaluation, in accordance with the UG study regulations</b> Credit by scores	
		<b>B. Assessment methods</b> Written assignment - developing a foreign market strategy entry for technological enterprise	
		<b>C. The basic criteria for evaluation or exam requirements</b> 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>Required courses and introductory requirements</b> <b>a. Formal requirements</b> none <b>b. Prerequisites</b> none			
<b>Aims of education</b> - 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 for the needs of a technology enterprise, - learning the principles of technology companies' policies regarding prices, margins and profitability in various markets			
<b>Course contents</b> 1. Introduction to the economics of technology enterprises from the point of view of the specificity of this group of enterprises 2. Organizational, legal and ownership solutions useful in designing a technology company 3. Entry and exit from a technological investment 4. Market design of products and values for international clients 5. Building a development strategy for a technology enterprise in international terms. Business goals 6. Integration of business and technological processes in a technology enterprise 7. Motivating employees of technology companies. Employee stock option programs in the technology sector			

8. Techniques of public offerings and issuing capital by a technology company. Consequences
9. Policy of technology enterprises in terms of prices, margins and profitability
10. Building cooperation and competing in the technology sector. Strategic alliances and cooperation agreements
11. Promotion of a technology company and its participation in building markets
12. Security management of a technology company (IP issues, protection against crime, abuse, etc.)

## **Bibliography of literature**

### **Literature required to pass the course**

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
2. Przedsiębiorczość intelektualna i technologiczna XXI wieku, praca zbiorowa pod red. M. Bąka i P. Kulawczuka, Krajowa Izba Gospodarcza, Warszawa 2009
3. M. Cardullo, Technological Entrepreneurism, Research Studies Press, Baldock 1999
4. Modele biznesowe budowy i rozwoju firm spin off na podbudowie szkoły wyższej, praca zbiorowa, IBnDiPP, Warszawa 2010
5. Electronic publications delivered by the lecturer
6. Poradnik eksportera z IP dla MSP, Warszawa 2010, red. M. Bąk, P. Kulawczuk

### **B. Extracurricular readings**

1. Dean A. Shepherd, Michel P. Peters, Robert D. Hisrich, Entrepreneurship, Irwin Professional, 2007