

SYLLABUS

STATE UNIVERSITY OF APPLIED SCIENCES IN WŁOCŁAWEK

Course: E-business startup

Faculty:		NEW MEDIA AND E-BUSINESS						
Speciality/specialization:		E-business						
Unit hosting the Faculty:		NEW MEDIA DEPARTMENT						
Practical course profile								
Course language:		Polish/English						
Course category:		specialist						
Learning cycle:		2021-2024						
Academic year: III 2023/24					Semester: VI			
Number of hours required to complete the course in full time-mode:								
TOTAL	lecture	ACTIVE FORMS						
		classes	projects	labs	workshops	conservatory	seminar/ proseminar	professional training
55	25	30						
Method of carrying out all active forms of classes:			Classes are conducted: <ul style="list-style-type: none">• in the didactic room,• on-line,• during visits to workplaces and local institutions,• by participation in thematic events held outside the university.					
Specification of introductory courses with prerequisites:			E-business strategies and models, Company on the Internet, Project management, Basics of entrepreneurship, E-business law. For adequate understanding of the course, it is necessary to know how the market works and how to create analysis. It is necessary to know the specifics of how businesses operate, as well as having the ability to create					

	business strategies to relate the traditional take to companies called startups.
Educational goal:	The aim of the course is to familiarize students with the specifics of market functioning in relation to the creation of startups and their appropriate management at various stages of development. The course brings together the most important issues of law, people management, project management, marketing and entrepreneurship in the broadest sense.
Learning outcomes (course-related): K_W07 K_W08 K_W11 K_U03 K_U04 K_U09 K_U10	Knowledge: Student: <ul style="list-style-type: none"> • is familiar with methods, tools and techniques of data acquisition, appropriate to the science of social communication and media, as well as the science of economics and finance, especially in relation to the establishment and operation of the Internet startups (K_W07) • understands the processes of ongoing changes in social structures and institutions, including the elements, causes, course, scale and consequences of these changes as well as their legal and economic conditions in the context of e-business (K_W08) • knows the various options for running a business and managing one's own career using modern online tools (K_W11)

<p>K_K02</p> <p>K_K03</p>	<p>Skills:</p> <p>Student:</p> <ul style="list-style-type: none"> • is able to perform an appropriate analysis of the causes and course of selected processes and phenomena specific to the science of social communication and media, as well as the science of economics and finance, using the gained knowledge, taking into account the skills acquired during professional training (K_U03) • independently searches, analyzes, selects, interprets and uses information, acquires knowledge and develops his skills in the field of e-business using various sources (in Polish and foreign language) (K_U04) • independently plans and implements typical Internet startup projects, including business projects, as well as analyzes, evaluates and implements proposed solutions to problems in these fields (K_U09) • knows how to draft an application for funds to open and develop an Internet startup (K_U10) <p>Social competences:</p> <p>Student:</p> <ul style="list-style-type: none"> • relates knowledge to the planning of professional activities, appropriately determines priorities for the implementation of professional tasks, thinks and acts in an entrepreneurial manner (K_U02) • cooperates with others in pursuit of a common goal, is able to assume various roles in group, including the role of a leader (K_U03) 																				
<p>Full course description/ syllabus content:</p>	<table border="1"> <thead> <tr> <th data-bbox="501 1473 1241 1541">Lecture contents:</th> <th data-bbox="1241 1473 1477 1541">Reference to the learning outcomes</th> </tr> </thead> <tbody> <tr> <td data-bbox="501 1541 1241 1585">1. Startup vs. company in traditional terms</td> <td data-bbox="1241 1541 1477 1585">Lecture:</td> </tr> <tr> <td data-bbox="501 1585 1241 1630">2. Startups in Poland and around the world</td> <td data-bbox="1241 1585 1477 1630">K_W07</td> </tr> <tr> <td data-bbox="501 1630 1241 1675">3. The most common mistakes in entering the market</td> <td data-bbox="1241 1630 1477 1675">K_W08</td> </tr> <tr> <td data-bbox="501 1675 1241 1720">4. Iterative model of product development - customer development</td> <td data-bbox="1241 1675 1477 1720">K_W11</td> </tr> <tr> <td data-bbox="501 1720 1241 1765">5. Lean Startup method</td> <td data-bbox="1241 1720 1477 1765">K_U03</td> </tr> <tr> <td data-bbox="501 1765 1241 1809">6. Types of markets and customer segmentation</td> <td data-bbox="1241 1765 1477 1809">K_U04</td> </tr> <tr> <td data-bbox="501 1809 1241 1854">7. Business model hypotheses</td> <td data-bbox="1241 1809 1477 1854">K_U10</td> </tr> <tr> <td data-bbox="501 1854 1241 1899">8. Verification of market needs</td> <td data-bbox="1241 1854 1477 1899"></td> </tr> <tr> <td data-bbox="501 1899 1241 1944">9. The role of marketing in building a startup</td> <td data-bbox="1241 1899 1477 1944"></td> </tr> </tbody> </table>	Lecture contents:	Reference to the learning outcomes	1. Startup vs. company in traditional terms	Lecture:	2. Startups in Poland and around the world	K_W07	3. The most common mistakes in entering the market	K_W08	4. Iterative model of product development - customer development	K_W11	5. Lean Startup method	K_U03	6. Types of markets and customer segmentation	K_U04	7. Business model hypotheses	K_U10	8. Verification of market needs		9. The role of marketing in building a startup	
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	10. Ways to finance startups 11. Growth hacking and Blitzscaling Class contents: 1. How to find a startup idea? 2. Testing the problem - interest survey 3. Testing the solution - field research 4. Flexible business model planning using business model canvas. 5. The Design Thinking process in creating a startup. 6. Communication with potential investors. Improving ways of presenting business ventures. 7. I have an idea for a startup - developing a concept for your own startup. 8. Case analysis of successful and unsuccessful startups		K_K02
			Class: K_W07 K_W08 K_W11 K_U03 K_U04 K_U09 K_U10 K_K02 K_K03
Methods of conducting classes:	Lecture: <ul style="list-style-type: none"> Interactive lecture based on multimedia presentation E-learning lecture of selected topics Class: <ul style="list-style-type: none"> project activities work in teams - written and oral case analysis e-learning exercises - individual solution and analysis of cases (selected topics) 		
Student workload/ECTS points FULL-TIME STUDIES: 1) included in the working hours: - lecture: 25 - active forms: 30 2) not included in the working hours: - direct consultations: - e-mail consultations: - e-learning consultations: - synchronous consultations: - exams and forms of passing the course: 4	Forms of activity	Average number of hours to complete the activity	
		W	AF
	Number of hours with the participation of an academic teacher:	27	32
	Number of hours without the participation of an academic teacher:	35,5	30,5
	1. Preparation for classes, including studying the recommended literature	15,5	
	2. Processing of the results/preparation for the exam, tests, other	20	10

	3. Preparation of a report, presentation, discussion		20,5														
	Total	62,5	62,5														
	Total number of ECTS points for the method of classes	2,5	2,5														
Form and method of passing, assessment criteria or requirements. The accepted value for calculating the assessment	Methods of passing the course: <ul style="list-style-type: none">• exam• passing with a grade <hr/> Forms of passing the course: <ul style="list-style-type: none">• Lecture - written exam: mixed form - multiple choice test and open questions• Class – group and individual work with possible points (including case studies, presentations, projects) <hr/> Basic criteria: earning min. 50% of possible points (from exam class tasks) to pass the course, activity in class, dedication to project work, creativity. <hr/> Value for calculating the assessment: The lecturer has the option to introduce a different value for calculating the grade. Unless they decide otherwise, it is accepted to use the following values for calculating the grade: <table><tr><td>% of points</td><td>grade</td></tr><tr><td>0% - 50%</td><td>- F</td></tr><tr><td>51% - 60%</td><td>- C</td></tr><tr><td>61% - 70%</td><td>- C+</td></tr><tr><td>71% - 80%</td><td>- B</td></tr><tr><td>81% - 90%</td><td>- B+</td></tr><tr><td>91% - 100%</td><td>- A</td></tr></table>			% of points	grade	0% - 50%	- F	51% - 60%	- C	61% - 70%	- C+	71% - 80%	- B	81% - 90%	- B+	91% - 100%	- A
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Literature list:	Compulsory literature: 1. Blank S., Dorf B., <i>Podręcznik startupu. Budowa wielkiej firmy krok po kroku</i> . Wyd. Helion, Gliwice 2013 2. Dutko M. (red.), <i>Biblia e-biznesu</i> 2. Nowy Testament., Wyd. Helion, Gliwice 2016 3. Osterwalder A., Yves P., <i>Tworzenie modeli biznesowych. Podręcznik</i>																

	wizjonera. Wyd. Helion, Gliwice 2010
	<p>Supplementary literature:</p> <ol style="list-style-type: none"> 1. Maciejowski T., <i>Firma w Internecie. Budowanie przewagi konkurencyjnej</i>. Wydawnictwo Oficyna Ekonomiczna 2. Hipsz T., <i>Firma w Internecie. Poradnik subiektywny</i>. Wydawnictwo Onepress Helion, 2011 3. Kotarbiński J., <i>Sztuka Rynkologii</i>, Wyd. Helion, Gliwice 2014 4. Tkaczyk P., <i>Zakamarki marki</i>, Helion, Gliwice 2011.
Names of person/persons who prepared the course description: Patryk Ciechanowski, MA	