COURSE DESCRIPTION CARD - SYLLABUS

Course name
Financing Startups [S1DSwB1>FSU]

Course

Field of study
Data Science in Business

Year/Semester
4/7

Area of study (specialization)
–

Profile of study
general academic

Level of study
first-cycle

Course offered in
Polish

Form of study
full-time

Requirements
elective

Number of hours

Lecture
15

Laboratory classes
0

Other
0

Tutorials
0

Projects/seminars
15

Number of credit points

3,00

Coordinators

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Lecturers

Prerequisites

Knowledge of basic economic concepts. Understanding of fundamental financial mechanisms. Familiarity with basic concepts of organizational and project management.

Course objective

Familiarizing students with the startup process in a dynamic business environment. Students will be able to identify and evaluate funding sources and capital acquisition strategies, as well as gain knowledge of key aspects of startup operations.

Course-related learning outcomes

Knowledge:
• Characterizes key methods of analysis and evaluation of startup profitability, including Business Model Canvas and Lean Startup [DSB1_W01].
• Describes basic economic models related to startup financing and their impact on the development of new business ventures [DSB1_W09].
• Explains the principles of starting and developing a business, including legal aspects, financing strategies, and investment processes [DSB1_W10].

Skills:
• Selects sources of funding for startups, analyzing their availability, risks, and benefits for businesses at different stages of development [DSB1_U01].
• Formulates specifications for engineering and business problems in the context of startup management and financing strategies [DSB1_U05].
• Critically analyzes the functioning of startups, evaluating their business models, growth strategies, and operational risks [DSB1_U07].
• Plans and organizes their own work as well as the team's work in the process of starting a startup, managing it, and securing financing [DSB1_U13].
• Effectively collaborates in interdisciplinary project teams, building startup strategies and developing investor presentations (pitch deck) [DSB1_U14].

Social competences:
• Critically analyzes own knowledge and skills in startup financing and strives for their improvement [DSB1_K01].
• Engages in initiatives related to the development of startups and innovative entrepreneurship [DSB1_K03].
• Undertakes business initiatives related to starting and financing startups, taking into account strategic and operational aspects [DSB1_K04].

Methods for verifying learning outcomes and assessment criteria

Learning outcomes presented above are verified as follows:

Lecture - Grading based on a written exam, with a minimum of 50% of the points required to pass. The final grade may be higher for active participation in discussions during the lectures.
Project - Preparation, submission, and presentation of the project for grading.

Programme content

Lecture Topics:
Introduction. Creating and validating a business idea. Sources of startup financing. Legal aspects of starting a startup. Feasibility assessment. Team building. Building a startup brand. Business growth. Technologies supporting startups. Challenges and risks in running a startup. Case study of successful and unsuccessful startups - analysis of successes and failures. The future of startups
Projects:
Developing a business model for your own startup idea (e.g., business model Canvas). Market and competition analysis. Developing a startup financing strategy. Creating an operational action plan for the startup. Preparing an investor presentation.

Course topics

Lecture Topics:
1. Introduction to the startup - what is a startup? Differences between a startup and traditional business.
2. Business models for startups.
3. Creating and validating a business idea - lean startup, MVP, market research.
4. Sources of startup financing - from business angels to crowdfunding and grants.
5. Legal aspects of starting a startup - legal forms of business activity, contracts, intellectual property protection.
6. Feasibility assessment for starting a startup.
7. Team management in a startup - building a team, role distribution, organizational culture.
8. Building a startup brand.
9. Sales and first orders - how to acquire your first customers.
10. Scaling the business - expanding to new markets, process automation.
11. Technologies supporting startups.
12. Case studies of successful and unsuccessful startups - analyzing successes and failures.
13. Challenges and risks in running a startup - common mistakes and how to avoid them.
14. Summary and the future of startups - trends, new opportunities, AI in business.

Teaching methods

Interactive Lectures - short theoretical introduction followed by questions and discussions to encourage student participation and engagement. E-learning - online materials and recordings to supplement in-class learning and allow students to study at their own pace. Case studies - analyzing real startups, their successes and failures, to provide practical insights into the challenges faced by entrepreneurs. Discussions and brainstorming - generating ideas, analyzing market trends, and exchanging experiences to stimulate creativity and critical thinking. Project Based Learning - students work on real-world problems that may arise in startups, helping them apply theoretical knowledge to practical situations.

Bibliography

Basic:
Thomason W., Startup od A do Z. Praktyczny poradnik dla początkujących przedsiębiorców, Wydawnictwo Will Thomason, 2023
Guillebeau Ch., Niskobudżetowy startup. Zyskowny biznes i życie bez frustracji, Wydawnictwo Helion, Gliwice 2022
Skuza A. Przedsiębiorczość zorganizowana, Startupy, Inwestorzy, pieniądze, Wydawnictwo Helion, Gliwice 2015

Additional:
Mikołajczyk K., Nawojczyk D., Start-up po polsku. Jak założyć i rozwinąć dochodowy e-biznes, Wydawnictwo Helion, Gliwice 2013

Breakdown of average student's workload

	Hours	ECTS
Total workload	75	3,00
Classes requiring direct contact with the teacher	30	1,00
Student's own work (literature studies, preparation for laboratory classes/ tutorials, preparation for tests/exam, project preparation)	45	2,00