

Entrepreneurship - opis przedmiotu

Informacje ogólne

Nazwa przedmiotu	Entrepreneurship
Kod przedmiotu	14.3-WM-BizEIP-Przedsięb-Er
Wydział	Wydział Informatyki, Elektrotechniki i Automatyki
Kierunek	Biznes elektroniczny
Profil	praktyczny
Rodzaj studiów	Program Erasmus pierwszego stopnia
Semestr rozpoczęcia	semestr zimowy 2019/2020

Informacje o przedmiocie

Semestr	8
Liczba punktów ECTS do zdobycia	5
Typ przedmiotu	obowiązkowy
Język nauczania	angielski
Sylabus opracował	prof. dr hab. inż. Justyna Patalas-Maliszewska

Formy zajęć

Forma zajęć	Liczba godzin w semestrze (stacjonarne)	Liczba godzin w tygodniu (stacjonarne)	Liczba godzin w semestrze (niestacjonarne)	Liczba godzin w tygodniu (niestacjonarne)	Forma zaliczenia
Wykład	30	2	-	-	Zaliczenie na ocenę
Projekt	30	2	-	-	Zaliczenie na ocenę

Cel przedmiotu

The main result of this course is to know the essence of entrepreneurship, with the principles of preparing a business strategy and the principles of running their own business. Developing practical skills in the preparation of a business plan.

Wymagania wstępne

Knowledge of business economics and business management

Zakres tematyczny

The essence of entrepreneurship, the issue of innovation, legal forms of enterprises.

Characteristics of Spin out and Spin off companies.

Sources of financing enterprises.

Possibilities of cooperation with the research and development sphere: business incubators.

Business plan - concept, functions, structure of the business plan.

Strategic plan in a business plan: strategic goals, characteristics of the immediate and distant environment of the company.

Marketing plan in a business plan: competition analysis using the benchmarking method, industry trends analysis, potential customers analysis, potential price analysis, preparation of promotion strategy.

Organizational plan in a business plan: organization and management of human resources and infrastructure planning;

Technical plan in a business plan: investment planning.

Financial plan in a business plan: balance sheet, profit and loss account, financial flows.

Business risk assessment.

Metody kształcenia

Lecture - conventional lecture using a video projector, presentation of a case study.

Project: practical classes, discussions, case studies.

Efekty uczenia się i metody weryfikacji osiągnięcia efektów uczenia się

Opis efektu	Symbole efektów	Metody weryfikacji	Forma zajęć
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Opis efektu	Symbole efektów	Metody weryfikacji	Forma zajęć
He/she knows the rules of creating and managing individual forms of entrepreneurship.		• Written test	• Wykład
He/she knows the business plan, i.e. strategic, marketing, technical, organizational and financial aspects of business operations.		• Written test	• Wykład
He/she can think in an entrepreneurial way.		• Conducting research, preparing presentations, preparing a project	• Projekt
He/she understands the non-technical aspects and effects of engineering activities and the related responsibility for decisions taken as part of business operations.		• Conducting research, preparing presentations, preparing a project	• Projekt
He/she can prepare a business plan, i.e. present the strategic, marketing, technical, organizational and financial aspects of his/her own business.		• Conducting research, preparing presentations, preparing a project	• Projekt
He/she is able to prepare analyzes of competition of potential customers based on information obtained from literature, databases and other sources.		• Conducting research, preparing presentations, preparing a project	• Projekt
He/she is able to prepare a business plan of his/her own business.		• Conducting research, preparing presentations, preparing a project	• Projekt
He/she is able to identify business risk.		• Conducting research, preparing presentations, preparing a project	• Projekt
He/she knows the practical application of electronic business in the form of running his/her own business.		• Written test	• Wykład

Warunki zaliczenia

Lecture - Evaluation of the results of the written test covering knowledge of the content of the subject

Project - Evaluation of the results of the written project covering knowledge of the content of the subject

Final grade = 50% of the final grade from the form of classes lecture + 50% of the final grade from the form of project.

Literatura podstawowa

1. Ries E., The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses, 2011
2. Osterwalder A., Pigneur Y., Business Model Generation, 2010
3. Pearce J.A., Robinson R.B., Strategic Management, 2010.
4. Patalas-Maliszewska, Managing Knowledge Workers - Value Assessment, Methods, and Application Tools, Springer Verlag, 2013.

Literatura uzupełniająca

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Uwagi

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Zmodyfikowane przez prof. dr hab. inż. Justyna Patalas-Maliszewska (ostatnia modyfikacja: 10-12-2019 14:07)

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