

Entrepreneurship - course description

General information	
Course name	Entrepreneurship
Course ID	14.3-WM-BizEIP-Przedsiębior
Faculty	Faculty of Computer Science, Electrical Engineering and Automatics
Field of study	E-business
Education profile	practical
Level of studies	First-cycle Erasmus programme
Beginning semester	winter term 2021/2022

Course information	
Semester	8
ECTS credits to win	5
Course type	obligatory
Teaching language	english
Author of syllabus	<ul style="list-style-type: none">prof. dr hab. inż. Justyna Patalas-Maliszewska

Classes forms					
The class form	Hours per semester (full-time)	Hours per week (full-time)	Hours per semester (part-time)	Hours per week (part-time)	Form of assignment
Lecture	30	2	-	-	Credit with grade
Project	30	2	-	-	Credit with grade

Aim of the course

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.

Prerequisites

Knowledge of business economics and business management

Scope

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.

Teaching methods

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

Project: practical classes, discussions, case studies.

Learning outcomes and methods of theirs verification

Outcome description	Outcome symbols	Methods of verification	The class form
He/she knows the rules of creating and managing individual forms of entrepreneurship.		<ul style="list-style-type: none">Written test	<ul style="list-style-type: none">Lecture

Outcome description	Outcome symbols	Methods of verification	The class form
He/she knows the business plan, i.e. strategic, marketing, technical, organizational and financial aspects of business operations.		<ul style="list-style-type: none"> Written test 	<ul style="list-style-type: none"> Lecture
He/she can think in an entrepreneurial way.		<ul style="list-style-type: none"> Conducting research, preparing presentations, preparing a project 	<ul style="list-style-type: none"> Project
He/she understands the non-technical aspects and effects of engineering activities and the related responsibility for decisions taken as part of business operations.		<ul style="list-style-type: none"> Conducting research, preparing presentations, preparing a project 	<ul style="list-style-type: none"> Project
He/she is able to prepare analyzes of competition of potential customers based on information obtained from literature, databases and other sources.		<ul style="list-style-type: none"> Conducting research, preparing presentations, preparing a project 	<ul style="list-style-type: none"> Project
He/she is able to prepare a business plan of his/her own business.		<ul style="list-style-type: none"> Conducting research, preparing presentations, preparing a project 	<ul style="list-style-type: none"> Project
He/she can prepare a business plan, i.e. present the strategic, marketing, technical, organizational and financial aspects of his/her own business.		<ul style="list-style-type: none"> Conducting research, preparing presentations, preparing a project 	<ul style="list-style-type: none"> Project
He/she is able to identify business risk.		<ul style="list-style-type: none"> Conducting research, preparing presentations, preparing a project 	<ul style="list-style-type: none"> Project
He/she knows the practical application of electronic business in the form of running his/her own business.		<ul style="list-style-type: none"> Written test 	<ul style="list-style-type: none"> Lecture

Assignment conditions

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.

Recommended reading

1. Crafting and Executing Strategy: Concepts, Thompson A., Peteraf M. Gamble J., Strickland A., Mc Graw Hill, 2021.
3. Strategic Management, Pearce J.A., Robinson R.B., 2010.
4. Patalas-Maliszewska, Managing Knowledge Workers - Value Assessment, Methods, and Application Tools, Springer Verlag, 2013.

Further reading

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Notes

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Modified by prof. dr hab. inż. Justyna Patalas-Maliszewska (last modification: 14-07-2021 11:24)

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