

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 2022/2023

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

SW1 (NW1): Definitions of entrepreneurship, the issue of innovation, legal forms of enterprises.

SW2 (NW2): Characteristics of spin out and spin off enterprises.

SW3 (NW3): Possibilities of cooperation with the research and development sphere: business incubators.

SW4 (NW3): Business plan - concept, functions, structure of a business plan.

SW5 (NW4): Strategic business plan: strategic goals, strategic plan, characteristics of the immediate and further environment of the company.

SW6 (NW4): Business plan marketing plan: competitor analysis using the benchmarking method

SW7-SW8 (NW5): Marketing plan in business plan: analysis of industry trends, analysis of potential customers, analysis of the potential price, preparation of a promotion strategy.

SW9 (NW6): Organizational plan: organization and management of human resources and infrastructure planning;

SW10 - SW11 (NW8): Technical plan: investment planning.

SW12-SW13 (NW9) Financial plan: financial analysis: balance sheet, income statement, financial flows.

SW14 (NW9) Perform a business risk assessment.

SW15 (NW9) Written test

Exercises:

SC1-SC2 (NC1): Business concept / idea (start up).

SC3 (NC2): Assumptions for the business plan

SC4-SC5 (NC3): Strategic business plan: strategic goals, strategic plan,

SC6 (NC4): Strategic business plan plan: characteristics of the immediate and distant environment of the company.

SC7 (NC5): Business Plan Marketing Plan: Competitor Analysis Using Benchmarking

SC8-SC9 (NC6): Business Plan Marketing Plan: Industry Trend Analysis

SC9 (NC7): Business Plan Marketing Plan: Leading Customer Analysis

SC11 (NC8): Business plan marketing plan: potential price analysis, preparation of promotion strategy.

SC12 (NC8): Organizational plan: organization and management of human resources and infrastructure planning;

SC13 (NC8): Financial plan: financial analysis: balance sheet

SC14 (NC8): Financial plan: financial analysis: profit and loss account, financial flows.

SC15 (NC9): Business risk.

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
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 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 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 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. 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.

Literatura uzupełniająca

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Uwagi

Zmodyfikowane przez prof. dr hab. inż. Justyna Patalas-Maliszewska (ostatnia modyfikacja: 08-04-2022 16:19)

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