

Subject card

Subject name and code	Entrepreneurship , PG_00163421						
Field of study	Finance and Accounting, Information Science and Econometrics, Management						
Date of commencement of studies	October 2024		Academic year of realisation of subject		2024/2025		
Education level	postgraduate studies		Subject group		Optional subject group		
Mode of study	full-time studies		Mode of delivery		at the university		
Year of study	1		Language of instruction		English -		
Semester of study	1		ECTS credits		2.0		
Learning profile	academic		Assessment form				
Conducting unit	Katedra Strategicznego Rozwoju -> Faculty of Management						
Name and surname of lecturer (lecturers)	Subject supervisor		dr Joanna Próchniak				
	Teachers		dr Joanna Próchniak				
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	15.0	0.0	0.0	0.0	0.0	15
	E-learning hours included: 0.0						
Learning activity and number of study hours	Learning activity	Participation in didactic classes included in study plan		Participation in consultation hours		Self-study	SUM
	Number of study hours	15		10.0		20.0	45
Subject objectives	The main objective of the course is to understand how to build scalable businesses/start-ups, identify entrepreneurial ideas and opportunities.This course covers the main components, forms and drivers of entrepreneurial activity. In particular, it covers the issues of decision making, start-up and value creation. Financing (venture capital, crowdfunding, search funds) and scaling-up issues will also be discussed during the lecture.The course also aims to promote innovation by encouraging people to think and act in an entrepreneurial way.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[liEMU2_U01] The student can comprehensibly, orally and in writing, present and justify in depth advanced economic theories and apply them to explain the functioning of the national economy and its components. Understands and can explain the content of communications from economic institutions, articles in the economic press and scientific journals.	Student understands the process of building scalable companies / start-ups, identifies business ideas.	[SU4] test/exam - oral or written
	[ZARZMU2_W08] The student has in-depth knowledge of enterprise and entrepreneurship, determinants shaping the effectiveness of economic activity with regional and international aspects.	Student understands the process of building scalable companies / start-ups, identifies business ideas.	[SW4] test/exam - oral or written
	[liEMU2_W08] The student knows and understands grammatical structures and vocabulary thoroughly within his specialty in a foreign language at B2+ level.	The student uses English for work and communication.	[SW2] presentation/project/paper/report
	[liEMU2_K04] The student can work in a team, co-create it, effectively manage and supervise it; efficiently adapts his behavior and conduct to his role in it; is ready to take responsibility for the team and bear the consequences; understands the necessity of systematicity and consistency in action; is open to other team members and critical of himself.	The student cooperates in a group, co-organizes the work, is responsible for his/her tasks, respects the differences of the other members of the group.	[SK2] presentation/project/paper/report
	[FiRMU2_K02] Cooperation: - the student can harmoniously interact and work in a group, assuming various roles in the group, including leadership and supervision of the group, - can agree with the group on goals and division of tasks, - is open-minded, respecting the differences of other team members.	The student cooperates in a group, co-organizes the work, is responsible for his/her tasks, respects the differences of the other members of the group.	[SK2] presentation/project/paper/report
	[FiRMU2_W09] The student knows and understands grammatical structures and vocabulary thoroughly within his/her specialty in a foreign language at B2+ level.	The student uses English for work and communication.	[SW2] presentation/project/paper/report
	[ZARZMU2_U07] The student can search for detailed information to make rational and complex decisions of an operational and strategic nature in enterprises.	The student retrieves and processes data, prepares information and forms opinions.	[SU3] text preparation/written work [SU4] test/exam - oral or written
	[FiRMU2_U02] The student can use advanced theoretical knowledge to describe the causes and course of economic processes and phenomena. The student can formulate his own critical opinions.	The student retrieves and processes data, prepares information and forms opinions.	[SU3] text preparation/written work [SU4] test/exam - oral or written
	[ZARZMU2_K06] The student is ready to work in, contribute to or manage groups. Takes the initiative when working in a group. The student can lead and supervise a team.	The student cooperates in a group, co-organizes the work, is responsible for his/her tasks, respects the differences of the other members of the group.	[SK2] presentation/project/paper/report

Subject contents	1. Entrepreneurship: entrepreneurial skills, concepts and process of entrepreneurship, intra- vs. entrepreneurship2. Being a founder: how to turn an idea into a product, company environment and market analysis, business models on global market, different revenue models3. Global Goals and challenges: identify and analyse global challenges, turn a global challenge into an entrepreneurial opportunity, GLOCAL/ glocalization4. Scaling Up a Business and Fundraising: crowdfunding, Venture Capital financing5. How to prepare for a meeting with investor (raising capital): Business plan, Teaser, Pitch deck, Crowdfunding campaigns		
Prerequisites and co-requisites	None		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	Active participation	50.0%	30.0%
	Test	50.0%	20.0%
	Project	50.0%	50.0%
Recommended reading	Basic literature	Amabile, Theresa, How to Kill CreativityBonini S., Capizzi V., The role of venture capital in the emerging entrepreneurial finance ecosystem: future threats and opportunities, Venture Capital:An International Journal of Entrepreneurial Finance, 2019.OHara, Sarah, How to Tell a Great Story; HBR Blog Network, July 30, 2014Entrepreneurial Opportunities. Entrepreneurship Theory and Practice. December 2019. doi:10.1177/1042258719888640	
	Supplementary literature	GEDI The Global Entrepreneurship and Economic Development InstitutePollack JM, Maula M, Allison TH, Renko M, Günther CC., Making a Contribution to Entrepreneurship Research by Studying Crowd-Funded	
	eResources addresses	Podstawowe https://www.ycombinator.com/ - - Adresy na platformie eNauczanie:	
Example issues/ example questions/ tasks being completed	-		
Work placement	Not applicable		

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