

**56S1-PRZEDS**

**ENTREPRENEURSHIP**

**ECTS: 1.0**

**HOURS PER SEMESTER/WEEK:** LECTURES: 15/1; CLASSES: 0/0

**FIELD OF THE STUDY:** Environmental protection

**Level of study:** First-cycle (Engineer's degree) program

**Course status:** obligatory \*

**Year of the study:** IV

#### **COURSE CONTENTS**

**LECTURES:** Introduction to entrepreneurship, essence, and meaning. Elementary market concepts - demand, supply, market. Entrepreneur - characteristics of an entrepreneurial person and orientations towards entrepreneurship. The business idea – Lean Canvas. Organizational and legal forms of undertakings. Organizing and starting a business (stages, formalities). Enterprise environment. Property and financial system in an enterprise. Tax settlements and insurance. Sources of financing business activity. Marketing in the enterprise. Innovation as a source of entrepreneurship. Business management problems. Environmental and ecological responsibility of business entities. Business planning - the basics of a business plan.

**CLASSES:** -

**EDUCATIONAL PURPOSE:** The aim of the course is to facilitate the understanding of the importance of entrepreneurship in a market economy. The aim is to familiarize the student with the concept of entrepreneurship, to indicate the types of entrepreneurial activities, to define the characteristics of a good entrepreneur and to motivate them to seek opportunities to undertake and undertake entrepreneurial activities.

#### **LEARNING OUTCOMES**

**Knowledge.** The student knows the market mechanism and defines basic economic terms. Defines the risks and problems accompanying entrepreneurial activities. Knows the nature and types of entrepreneurial activities and the characteristics of a good entrepreneur.

**Skills.** The student evaluates the risk associated with the functioning of business entities. He sees the opportunities and possibilities of undertaking various entrepreneurial activities.

**Social competences.** The student shows the need for continuous education in order to improve his professional qualifications. Is aware and careful in analyzing the relationships between business activity and the environment. Sees the need to undertake entrepreneurial activities.

#### **TEACHING FORMS AND METHODS**

**Lectures.** Lecture with a multimedia presentation, conservatory.

**Classes.** -

#### **FORM AND CONDITIONS FOR VERIFICATION OF LEARNING OUTCOMES**

**Lectures.** Written test with open and closed questions.

**Classes.** -

#### **BASIC LITERATURE**

1) Harvard Business Review: Entrepreneur's Handbook. 2018. Harvard Business Review Press, Boston, Massachusetts. eBook ISBN: 9781633693715, p.303; 2) Harvard Business Review: Leader's Handbook. Harvard Business Review Press, Boston, Massachusetts. eBook ISBN: 9781633693753, p.358; 3) Harvard Business Review: Project Management Handbook. 2021. Harvard Business Review Press, Boston, Massachusetts. eBook ISBN: 9781647821272, p.343; 4) Harvard Business Review: Family Business Handbook. 2021. Harvard Business Review Press, Boston, Massachusetts. eBook ISBN: 9781633699069, p.338; 5) Harvard Business Review: Manager's Handbook. 2017. Harvard Business Review Press, Boston, Massachusetts. eBook ISBN: 9781633692299, p.352.

#### **ADDITIONAL LITERATURE**

1) Steve Blank, Bob Dorf. 2012. The Startup Owner's Manual: The Step-By-Step Guide for Building a Great Company. K & S Ranch, eISBN 0984999302, p.608; 2) Alexander Osterwalder, Yves Pigneur. 2010. Business model generation: A handbook for visionaries, game changers, and challengers. Wiley, ISBN, p.288. 3) Robert T. Kiyosaki. 2017. Rich Dad Poor Dad. Plata Publishing. eISBN 9781612680170, p. 336; 4) Timothy Clark, Alexander Osterwalder, Yves Pigneur, Bruce Hazen, Alan Smith, 2022. Business Model You: The One-Page Way to Reinvent Your orka t Any Life Stage. Wiley, eISBN 9781119879640, p. 256.

#### **THE TEACHER/TEACHERS CONDUCTING THE CLASSES:**

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