



Course syllabus - part A Entrepreneurship

12S20-ENTR
ECTS: 3.50
CYCLE: 2022Z

SUBJECT MATTER CONTENT

LECTURE

Entrepreneurship how to understand? Entrepreneurship and your passion. Why schools should teach entrepreneurship? Own business – pros and cons. Planning in entrepreneurship (Why a Business Plan is important)? Micro, small and medium-sized enterprises – definition, their role in modern economy. Organizational and legal forms of enterprises. Forms of supporting entrepreneurship. Success entrepreneurship stories. Business model concept.

CLASSES

Initial business concept: Ideas for your own business. Ambitious self-owned business – key determinants of success. Key attributes of the new venture. Why is it worth to invest in the venture. Define the market. Market conditions (market where the business will be active). The profile of the client, key factors included in the venture's competitive advantage, key market parameters for the venture -market capacity, growth dynamics, entry barriers. The profile of competitors. Planned marketing activities (marketing mix – 4P's). The team necessary to launch and run the business. The technology required for production and sales operations. Financing assumptions for the business concept. Financial Analysis (sales, costs, working capital, capital expenditures, financing structure). Methods of assessment of planned, entrepreneurial projects – Net Present Value (NPV); Internal Rate of Return (IRR).

TEACHING OBJECTIVE

Objectives of the course are: - To understand the basic concepts related with entrepreneurship - To understand the relations between entrepreneurship and economic growth and economic development - To know the basic principles and characteristics of an entrepreneur - To know the legal aspects of starting a business in different UE countries - To understand the stages of the entrepreneurial process and the resources needed for the development of entrepreneurial ventures - To get to know the basic tools for analyzing the economic efficiency of an entrepreneurial venture

DESCRIPTION OF THE LEARNING OUTCOMES OF THE COURSE IN RELATION TO THE DESCRIPTION OF THE CHARACTERISTICS OF THE SECOND LEVEL LEARNING OUTCOMES FOR QUALIFICATIONS AT LEVELS 6-8 OF THE POLISH QUALIFICATION FRAMEWORK IN RELATION TO THE SCIENTIFIC DISCIPLINES AND THE EFFECTS FOR FIELDS OF STUDY:

**Symbols for outcomes
related to the discipline:**

S/NZJA_P7S_WG+, S/NZJA_P7S_KO++,
S/NZJA_P7S_WK++, S/NZJA_P7S_UK+,
S/NZJA_P7S_KK+, S/NZJA_P7S_UO+,
S/NZJA_P7S_UW+

**Legal acts specifying
learning outcomes:
684/2020**

Disciplines: economics and
finance, management and
quality studies

Status of the

course: Obligatory

Group of courses: B -
przedmioty kierunkowe

Code: ISCED

Field of study: Management

Scope of

education: Logistics

(education offer in English)

Profile of education:

General academic

Form of studies: full-time

Level of studies: second
degree studies

Year/semester: 1/1

Types of classes: Lecture,
Classes

**Number of hours in
semester:** Lecture: 15.00,
Classes: 30.00

Language of

instruction: Polish

Introductory subject:

Prerequisites: None

**Name of the organisational
unit conducting the**

course: Instytut Ekonomii i
Finansów, Instytut Nauk o
Zarządzaniu i Jakości

**Person responsible for the
realization of the course:** dr

Marcin Bogdański, dr hab.

Marian Oliński, prof. UWM

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pl

Additional remarks: The
individual content mentioned
in the subject of the exercises
will be learned while
completing the application in
Excel

Symbols for outcomes related to the field of study:

KP7_KO1+, KP7_KK1+, KP7_KO3+, KP7_WK5+,
KP7_WG2+, KP7_UO2+, KP7_UK1+, KP7_WK4+,
KP7_UW6+

LEARNING OUTCOMES:

Knowledge:

W1 - The student knows selected aspects of the functioning of enterprises, their role in the economy and business management

W2 - The student knows the legal, organizational and financial norms and rules concerning the functioning of economic entities in the conditions of a market economy

W3 - The student knows the forms and methods of running his own business

Skills:

U1 - The student is able to participate in discussions and negotiations regarding selected areas of organization functioning and management processes

U2 - The student is able to actively participate in a group developing economic and social projects, is able to communicate with people who are and are not specialists in the field of economics

U3 - The student is able to analyze the cause and effect phenomena in economic entities, is able to formulate his own opinions in this area and to formulate research hypotheses and verify them

Social competence:

K1 - The student understands the need for systematic lifelong learning in connection with the awareness of dynamic changes in the national and global economy

K2 - The student has the ability to identify and resolve dilemmas related to resource scarcity and a propensity to risk, which are the basis of managerial decisions

K3 - The student has the ability to use the acquired knowledge and skills to think and act in an entrepreneurial way

TEACHING FORMS AND METHODS:

Lecture(W1;W2;W3;):Lecture with multimedia presentation and discussion elements

Classes(U1;U2;U3;K1;K2;K3;):Project exercises during which students will prepare a business plan for a hypothetical enterprise

FORM AND CONDITIONS OF VERIFYING LEARNING OUTCOMES:

Lecture: Oral exam - Oral exam during which basic knowledge in the field of entrepreneurship will be checked (W1;W2;W3;U1;K2;);

Classes: Control project - Preparing a business plan for a hypothetical enterprise according to guidelines given during the classes (W3;U1;U2;U3;K1;K3;);

BASIC LITERATURE:

1. M. Laverty, C. Littel, *Entrepreneurship*, Wyd. Rice University, R. 2020

SUPPLEMENTARY LITERATURE:

1. A. S. Gutterman, *Entrepreneurship*, Wyd. Researchgate, R. 2018, s. 1-35

2. M. Turuk (ed.), *Entrepreneurship Contemporary Issues*, Wyd. IntechOpen, R. 2021

Detailed description of ECTS credits awarded - part B

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Entrepreneurship

The number of ECTS credits awarded consists of:

1. Contact hours with the academic teacher:

- participation in: Lecture	15.0 h
- participation in: Classes	30.0 h
- consultation	2.0
Total:	47.0 h.

2. Independent work of a student:

Lecture of the suggested literature	10.00 h
Preparing the project	20.50 h
Preparing for the exam	10.00 h

Total: 40.5 h

contact hours + independent work of a student Total: 87.5 h

1 ECTS credit = 25-30 h of an average student's work, number of ECTS credit = $87.5 \text{ h} : 25.0 \text{ h/ECTS} = 3.50$ ECTS on average: 3.5 ECTS

- including the number of ECTS credits for contact hours with the direct participation of an academic teacher: 0,00 ECTS points,

- including the number of ECTS credits for hours of independent work of a student: