

86S1-PODPRZE

FUNDAMENTALS OF ENTREPRENEURSHIP

ECTS: 3.0

HOURS PER SEMESTER/WEEK: LECTURES: 15/1; CLASSES: 30/2

FIELD OF THE STUDY: Chemistry

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

Course status: obligatory *

Year of the study: I

COURSE CONTENTS

LECTURES: Introduction to entrepreneurship, its nature and importance. Basic market concepts – demand, supply, market. The entrepreneur. Planning of business activities. Starting a business. Organizational and legal forms of business. Tax and insurance regulations. Business environment. Assets and financial system of the enterprise. Sources of business financing. Marketing in the enterprise. Employees and problems of business management. Innovation as a source of business activity. Commercialization of ideas (concept and essence of commercialization process, course and stages of commercialization process).

CLASSES: Professional competence of the entrepreneur. Idea and cost of opportunity. Analyzing the environment and looking for opportunities – generating ideas. Identifying the resources and skills needed to implement an idea. Organizing and starting a business (stages, formalities). Cost of doing business, pricing, profit maximization, break-even point. The time value of money. Marketing activities before starting a business and during its operation. Business planning – strategic analysis, technical solutions, organizational solutions, management, determination of current financial situation and prospects.

EDUCATIONAL PURPOSE: The aim of the course is to facilitate understanding the importance of entrepreneurship in a market economy. The goal is to familiarize students with the concept of entrepreneurship, identify types of entrepreneurial activities, define characteristics of a good entrepreneur, and motivate them to seek opportunities for 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. Theory and information lecture, lecture with multimedia presentation, discussion.

Classes. Theory and workshop classes with multimedia presentation, short project of small business idea.

FORM AND CONDITIONS FOR VERIFICATION OF LEARNING OUTCOMES

Lectures. Written test – credit with a grade.

Classes. short project of a small business idea, written test – credit with grade.

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 Work at Any Life Stage. Wiley, eISBN 9781119879640, p. 256

THE TEACHER/TEACHERS CONDUCTING THE CLASSES:

dr inż. Adam PAWLEWICZ adampawl@uwm.edu.pl

Department of Agrotechnology and Agribusiness, Oczapowskiego 8, 10-719 Olsztyn, POLAND