

SYLLABUS

Teacher					
Course	Innovative entrepreneurship				
Module	Compulsory subjects	ECTS	3	Course code	23SM.P.L.A.3

Major	Speciality	Academic year	
LOGISTICS	Industrial systems engineering	2023/2024	
Semester	First	Year of studies	First

Type of studies	Full-time				Extramural			
Type of classes	Lecture	Exercise	Laboratories	Project	Lecture	Exercise	Laboratories	Project
Amount of hours	16	16						
TOTAL	32							

Course objectives	The course will discuss issues related to starting a business in Poland, creating managerial plans (with particular emphasis on the analysis of the environment), planning marketing programs (with particular emphasis on the use of modern marketing concepts), marketing research, as well as basic organizational methods and techniques and strategies for obtaining competitive advantage. The issue of the area will be supplemented with the basics of cost analysis and raising funds for running a business.
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Minimum knowledge required from the student before the classes beginning
Knowledge about the functioning of the company, its internal structure and environment, tasks and objectives, styles of management and production processes (services), etc.

Recommended literature to study before the classes beginning
Evans V., <i>Enterprise 1 (2,3,4)</i> , Enterprise series, Express Publishing 2010

LEARNING OUTCOMES			KEK	METHODS OF ASSESSMENT	
KNOWLEDGE	K01	Proficiently identify, describe and analyse economic and organizational determinants of enterprise activities, in particular in the field of controlling and assessing its processes	K2_W01_L_P	EM14	Continuous evaluation (ongoing preparation for classes)
	K02	Explain and apply proficiently modern methods and tools of innovative management. Explain the relationships and dependencies between leadership and other functional areas of the enterprise also in the international scale	K2_W03_L_P	EM8	Test with open questions
	K03	Explain selected methods of designing management processes and systems, methods of solving decision problems and methods and techniques used in the company planning. Proficiently explain them in English.	K2_W05_L_P	EM9	Test with open questions
SKILLS	S01	Utilize integrated knowledge from various fields, as well as to select appropriate methods and tools for identify, interpret, describe and analyse problems and areas of management and its conditions	K2_U02_L_P	EM7	Evaluation of activity during the class
	S02	Demonstrate proficiency in planning, organize and manage business ventures. Utilize integrated knowledge to integrate knowledge from various fields in order to create innovative solutions for complex and unusual problems	K2_U05_L_P	EM10	Project evaluation, semester works, etc.
	S03	Demonstrate proficiency to identify opportunities for the development of enterprise oriented and integrated business management as well as trends in the market of logistic services, including the international dimension.	K2_U06_L_P	EM9	Written colloquium with practical tasks (computational or drawing tasks)
	S04	Utilize ability to design a complex device, object, system or process and implement this project, at least in part, using the right methods, techniques and tools, adapting existing or developing new methods, techniques and tools for this purpose	K2_U15_L_P	EM10	Project evaluation, semester works, etc.
	S05				
SOCIAL COMPETENCE	SC01	Utilize ability to think and act in an entrepreneurial way and is prepared to create and organize economic projects	K2_K03_L_P	EM13	Papers, term papers etc. evaluation, semester works,.
	SC02	Demonstrate proficiency to the independently and critically acquire knowledge and skills, as well as to supplement and develop them using other fields of science;	K2_K04_L_P	EM14	Evaluation of activity during the class
	SC03	Demonstrate proficiency to cooperate for the preparation of economic projects, taking into account legal, economic and technical aspects and understand the effects of the actions taken	K2_K05_L_P	EM15	Passing papers, semester works, etc.

Course contents	Lecture	<p>Introduction</p> <ol style="list-style-type: none"> 1. Basic concepts of entrepreneurship 2. Economic conditions requiring building a competitive advantage <p>Starting a business in Poland</p> <ol style="list-style-type: none"> 1. Legal requirements for setting up a business in Poland 2. Ways of doing business 3. Organizations supporting entrepreneurship <p>Basics of business management</p> <ol style="list-style-type: none"> 1. Basic management functions 2. Organization and conditions of its operation 3. Leadership 4. Motivating 5. Organizational methods and techniques <p>Basics of company environment analysis</p> <ol style="list-style-type: none"> 1. Strategic analysis of the company's environment 2. Methods of testing the market position of the company <p>Basics of marketing analysis</p> <ol style="list-style-type: none"> 1. Marketing - mix 2. Brand management 3. Marketing research 4. Contemporary marketing concepts <p>Basics of financial analysis</p> <ol style="list-style-type: none"> 1. The concept and classification of costs 2. Basic financial reports 3. Acquiring funds for running a business
	Exercises	<ol style="list-style-type: none"> 1. Introduction - Practical use of information on setting up a business - case study. 2. Starting a business. Basic assumptions about your own business - an idea for a business, building a competitive advantage. 3. Analysis of the environment. Application of methods of analysis of the environment for own business. 4. Marketing analysis. Creating a marketing plan for your own business. 5. Financial analysis. Basic cost analysis for your own business.
	Laboratories	
	Projects	Individual student projects are activities carried out as a part of the exercises

Teaching methods	TM2	A lecture with a media presentation
	TM10	Classes implemented in the form of group work with the use of a case study
	TM8	Project method

Obligatory literature	1	Tidd J., Bessant J., <i>Managing Innovation: Integrating Technological, Market and Organizational Change</i> , Wiley, 2020
	2	Drucker P.F., <i>Innovation and Entrepreneurship</i> , CC Attribution-Non-commercial License 2018
	3	Maurya A., <i>Running Lean: Iterate from Plan A to a Plan That Works</i> , O'Reilly Media, 2022

Additional literature	1	Kuratko D.F., <i>Entrepreneurship: Theory, Process, Practice</i> , Cengage Learning, 2020
	2	Aulet B., <i>Disciplined Entrepreneurship Startup Tactics</i> , Wiley, 2022
	3	Furr N., Dyer J., <i>Leading Transformation: How to Take Charge of Your Company's Future</i> , Harvard Business Review Press, 2022

Requirements to pass the course	
<p>Lecture: written exam on theoretical knowledge. Passing threshold: min. 50% points</p> <p>Exercises: passing participation, giving a written business project and presentation of individual stages. The grade from the tutorials is: the average of the marks from the written semester project, the grades from the oral responses and student activity on exercises and the grade from the written colloquium</p>	