#### card of course

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| Subject name | Entrepreneurship Workshops – Creativity and Innovation  |

1. The placement of the subject in the study system

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| 1.1. Field of study | Management |
| 1.2. Form and path of study | Full-time/Part-time |
| 1.3. Level of education | First-cycle studies |
| 1.4. Study profile | Practical |

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| 1. 5. Specialty | Company management |
| 1.6. Subject Coordinator | Mgr Marek Świć |

2. General characteristics of the subject

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| 2.1. Belonging to a subject group | Optional/practical |
| 2.2. Number of ECTS | 2 |
| 2.3. Language of lectures | Polish |
| 2.4. Semesters in which the subject is taught | III |
| 2.5.Criteria for selecting course participants | For the specialization: Company management |

1. Learning outcomes and course delivery
	1. Subject Objectives

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| No. | Subject Objectives |
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| C1 | Transferring knowledge about the essence of innovative activity in the enterprise and supporting innovation in the enterprise |
| C2 | Transfer of knowledge on the preparation and implementation of innovations and the relationship: creativity - innovation of enterprises |
| C3 | Familiarization with techniques of creative thinking and creative ideas for entrepreneurial action. |
| C4 | Acquiring the ability to analyze and critically evaluate the market opportunities of innovative solutions that can be implemented in the enterprise |
| C5 | Acquiring the ability to search for sources of financing for innovations in the enterprise |
| C6 | Developing skills and competencies related to establishing and running an innovative company |

* 1. Subject-specific learning outcomes, divided into knowledge , skills and competences , with reference to the directional learning outcomes

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| No. | Description of subject learning outcomes | Reference to directional effectslearning (symbols) | Method of implementation (mark "X") |
| ST | NST |
| Classes at the University | Activities on the platform | Classes at the University | Activities on the platform |
| After passing the course, the student knows and understands **the knowledge** |
| W1 | Knows and understands the essence of innovation activity in the enterprise and the principles of supporting innovation | Z1\_W04Z1\_W05Z1\_W10 | X |  | X |  |
| W2 | Has knowledge about the preparation and implementation of innovations, understands the relationship: creativity - innovation of enterprises | X |  | X |  |
| W3 | knows various methods and techniques of creative thinking to create innovative solutions . | X |  | X |  |
| After passing the course, the student is **able** to: |
| U1 | Analyze and critically evaluate the market opportunities of innovative solutions | Z1\_U03Z1\_U09Z1\_U14Z1\_U16 | X |  | X |  |
| U2 | Has skills in establishing and running an innovative company | X |  | X |  |
| U3 | Is able to find and appropriately select a source of financing for innovations in the enterprise | X |  | X |  |
| After completing the course, the student is ready to take part in **social competences.** |
| K1 | The student demonstrates a readiness to think creatively and innovatively, both independently and within a group. | Z1\_K02 | X |  | X |  |

3.3. Forms of teaching and their number of hours - Full-time studies (ST), Part-time studies (NST)

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| Path | Lecture | Exercises | Design | Workshop | Laboratory | Seminar | Lecturer | Classes conducted using distance learning methods and techniques in the form of a lecture | Other | **ECTS points** |
| **ST** |  |  |  | 30 |  |  |  |  |  | 2 |
| **NST** |  |  |  | 10 |  |  |  |  |  | 2 |

3.4. Content of education (separately for each form of classes: (W, ĆW, PROJ, WAR, LAB, LEK, OTHER). It should be marked (X) how the given content will be implemented (classes at the university or classes on the e-learning platform conducted using distance learning methods and techniques)

TYPE OF CLASS: WORKSHOP

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| No. | Content of the course | Reference to subject-specific learning outcomes | Method of implementation (mark "X") |
| ST | NST |
| **Classes at the University** | **Activities on the platform** | **Classes at the University** | **Activities on the platform** |
| 1. | What is innovation activity in an enterprise - the essence, conditions, the concept of open innovation | W1, W2, W3 | X |  | X |  |
| 2. | Practical aspects of preparing and implementing innovations in the enterprise | W1, W2, W3, U2, U3, K1 | X |  | X |  |
| 3. | Relations: creativity - enterprise innovation | W1, W2, K1 | X |  | X |  |
| 4. | Sources of financing for innovation in the enterprise | W1, W2, U1, U2, U3 | X |  | X |  |
| 5. | Establishing and running an innovative enterprise | W1, W2, W3, U1, U2, U3 | X |  | X |  |
| 6. | Presentation of innovative solutions in Polish and other EU countries' enterprises | W1, W3 | X |  | X |  |
| 7. | Techniques of creative thinking and creative ideas for entrepreneurial action | W3, U1, U2, U3, K1 | X |  | X |  |
| 8. | What does it mean to analyze and critically evaluate the market opportunities of innovative solutions? | U1, U2, U3, K1 | X |  | X |  |
| 8. | Summary of classes and discussion of grades |  | X |  | X |  |

3.5. Methods of verifying learning outcomes (indication and description of methods of conducting classes and verification of achievement of learning outcomes and method of documentation)

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| Subject Effects | Teaching methods | Methods of verifying learning outcomes | Documentation methods |
| KNOWLEDGE |
| W1-W3 | Presentation of substantive content, discussion-based method, case analysis | As part of the course recommendation, students work in groups to prepare a project for implementing an innovation in an enterprise.The project should describe what the innovation will consist of, justify that the proposed undertaking meets the conditions of innovation, critically assess what benefits the innovation will bring to the company and its customers, and what threats it carries. The source of financing for the innovation should also be provided. Before starting work, the group members will prepare and present a division of responsibilities for the implementation of the task. The assessment of the division of responsibilities will guarantee equal work input and thus an objective assessment of the subject credit. | The project has been evaluated and archived on the platform |
| SKILLS |
| U1-U3 | Case studies, design thinking | As part of the course recommendation, students work in groups to prepare a project for implementing an innovation in an enterprise.The project should describe what the innovation will consist of, justify that the proposed undertaking meets the conditions for innovation, critically assess what benefits the innovation will bring to the company and its customers, and what threats it carries. The source of financing for the innovation should also be provided.Before starting work, group members will prepare and present a division of responsibilities for the task. The evaluation of the division of responsibilities will guarantee equal work input and thus an objective assessment of the subject credit. | The project has been evaluated and archived on the platform |
| SOCIAL COMPETENCES |
| K1 | Case studies, design thinking | As part of the course recommendation, students work in groups to prepare a project for implementing an innovation in an enterprise.The project should describe what the innovation will consist of, justify that the proposed undertaking meets the conditions of innovation, critically assess what benefits the innovation will bring to the company and its customers, and what threats it carries. The source of financing for the innovation should also be provided.Before starting work, group members will prepare and present a division of responsibilities for the task. The evaluation of the division of responsibilities will guarantee equal work input and thus an objective assessment of the subject credit. | The project has been evaluated and archived on the platform |

3.6. Assessment criteria for the achieved learning outcomes

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| Learning effect | For a grade of 3 or "pass."the student knows and understands/is able to/is ready to | For a grade of 3.5, the student knows and understands/is able to/is ready to | For a grade of 4, the student knows and understands/is able to/is ready to | For a grade of 4.5, the student knows and understands/is able to/is ready to | For a grade of 5, the student knows and understands/is able to/is ready to |
| W | 51-60% of knowledge indicated in learning outcomes | 61-70% of knowledge indicated in learning outcomes | 71-80% of knowledge indicated in learning outcomes | 81-90% of knowledge indicated in learning outcomes | 91-100% of knowledge indicated in learning outcomes |
| U | 51-60% of skills indicated in learning outcomes | 61-70% of skills indicated in learning outcomes | 71-80% of skills indicated in learning outcomes | 81-90% of skills indicated in learning outcomes | 91-100% of skills indicated in learning outcomes |
| K | 51-60% of skills indicated in learning outcomes | 61-70% of skills indicated in learning outcomes | 71-80% of skills indicated in learning outcomes | 81-90% of skills indicated in learning outcomes | 91-100% of skills indicated in learning outcomes |

3.7. Literature

**Basic**

1. Sitko Włodzimierz Jan (red.), Entrepreneurship creation in modern organizations, System-Graf, Lublin 2010
2. Misiak-Kwit Sandra, Determinants and consequences of entrepreneurship in Poland, Wyd. Uniwer. Szczecińskiego Szczecin 2020
3. Busławski, Adam; Okipna, Ilona (red.). Innowacyjne zarządzanie: studium przypadków. Difin, Warszawa, 2024
4. Kozioł-Nadolna, Katarzyna. Przywództwo a innowacyjność organizacji: perspektywa teoretyczna i praktyczna. Difin, Warszawa, 2022

**Supplementary:**

1. Griffin Ricky W. Fundamentals of management, CENGAGE, Learning Boston 2016
2. Kelley, Tom; Kelley, David. Twórcza odwaga: otwórz się na Design Thinking. Warszawa, MT Biznes, 2019.
3. Szczepańska-Woszczyna, Katarzyna. Kompetencje menedżerskie w kontekście innowacyjności przedsiębiorstwa. PWN, Warszawa, 2016.

4. Student workload - ECTS points balance

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| **Types of student activity** | **Student Load** |
| **ST** | **NST** |
| **Classes requiring direct contact between the student and the academic teacher at the university premises** | **30** | **10** |
| Classes included in the study plan | 30 | 10 |
| **Student's own work** | **20** | **40** |
| Ongoing preparation for classes, preparation of project work/presentations/etc. | 10 | 20 |
| Preparation for passing classes | 10 | 20 |
| **TOTAL STUDENT HOURLY LOAD** | **50** | **50** |
| **Number of ECTS points** | **2** | **2** |

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| Last change date | 30/09/2024 |
| The changes were introduced | ZAZ Education Quality Team |
| The changes were approved | Mgr Anna Bielak |