#### card of course

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| Subject name | Foundations of entrepreneurship |

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 | Innovative company management |
| 1.6. Subject Coordinator | Dr Jakub Bis |

2. General characteristics of the subject

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| 2.1. Belonging to a subject group | Optional/practical |
| 2.2. Number of ECTS | 4 |
| 2.3. Language of lectures | English |
| 2.4. Semesters in which the subject is taught | III |
| 2.5.Criteria for selecting course participants | For students who have chosen the specialization Innovative Company Management |

1. Learning outcomes and course delivery
   1. Subject Objectives

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| No. | Subject Objectives |
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| C1 | To familiarize students with the theoretical aspects of the procedure for establishing and running a business, as well as with practical problems relating to business management, the competitive environment, the labor market and professional relations. |
| C2 | Showing the essence of entrepreneurship, its conditions and impact on the economy. |
| C3 | Acquiring knowledge about contemporary trends in managing organizations against the background of classical concepts. Technological, cultural and communication conditions. |

* 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 effects  learning (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 | The student knows and understands the concepts and has knowledge in the area of enterprise operation and development. | Z1\_W04  Z1\_W10 | X |  |  | X |
| W2 | The student has the knowledge necessary to start and run a business. | X |  |  | X |
| After passing the course, the student is **able** to: | | | | | | |
| U1 | The student is able to use and combine knowledge from various fields when designing and analysing a business venture. | Z1\_U01  Z1\_U09 | X |  | X |  |
| U2 | The student is able to plan business activities and manage an enterprise based on best practices, taking into account the ethical dimension. | X |  | X |  |
| After completing the course, the student is ready to take part in **social competences.** | | | | | | |
| K1 | The student demonstrates creativity in the analysis of entrepreneurship problems. | 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 |  | 30 |  |  |  |  |  |  | 4 |
| **NST** |  |  | 10 |  |  |  |  | 10 |  | 4 |

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: LECTURE

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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. | The essence and forms of conducting business activity in Poland. | W1, W2 | X |  |  | X |
| 2. | The specificity of enterprise management and relations with the environment - internal and external. | W1, W2 | X |  |  | X |
| 3. | Selection of the organizational and legal form of conducting business activity. Structure of the organization and management of the enterprise. Planning, organizing, supervising, settling. | W1, W2 | X |  |  | X |
| 4. | The procedure for establishing an enterprise, the rights and obligations and the responsibility of entrepreneurs and managers. Economic freedom, the cycles of functioning of the organization, settlements and recording of economic activity. | W1, W2 | X |  |  | X |
| 5. | Contemporary trends in organizational management against the background of classical concepts. Technological, cultural and communication conditions. | W1, W2 | X |  |  | X |
| 6. | Negotiations, relationships, personality and emotions in the business environment – inside and outside the organization. | W1, W2 | X |  |  | X |
| 7. | Mission and goals and CSR in business organizations. | W1, W2 | X |  |  | X |
| 8. | Summary of classes and discussion of grades |  | X |  |  | X |

TYPE OF CLASS: PROJECT

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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. | Analyzed and discussed examples of small companies that have achieved success on the market. | U1, U2, K1 | X |  | X |  |
| 2. | Idea for your own business (legal form, company name, industry, company size, financing method, organization, employees). | U1, U2, K1 | X |  | X |  |
| 3. | Company in a competitive market - industry analysis. | U1, U2, K1 | X |  | X |  |
| 4. | Economic and financial analysis of your own company (volume of production, services, revenues, costs, taxes, profit). | U1, U2, K1 | X |  | X |  |
| 5. | Presentation and analysis by individual groups of students of an idea for their own business. | U1, U2, K1 | X |  | X |  |
| 6. | 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-W2 | Informative lecture using multimedia presentation, discussion | Test on topics covered in lectures:  20 closed questions  Grade 3 (sufficient): 51 – 60% 11 – 12 points  Rating 3.5 (sufficient plus): 61 – 70% 13 – 14 points  Rating 4 (good): 71 – 80% 15 – 16 points  Rating 4.5 (good plus) 81 – 90% 17 – 18 points  Rating 5 (very good): 91 – 100% 19 – 20 points | Rated test |
| SKILLS | | | |
| U1-U2 | Solving tasks and working on projects | Preparation of a final project – a project for starting a business. The project will include elements such as: an idea, principles of starting and financing a business, principles of managing a business, competition analysis, methods of acquiring customers. | Assessed final project |
| SOCIAL COMPETENCES | | | |
| K1 | Solving tasks and working on projects | Preparation of a final project – a project for starting a business. The project will include elements such as: an idea, principles of starting and financing a business, principles of managing a business, competition analysis, methods of acquiring customers. | Assessed final project |

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. M. K. Szpakowski, Przedsiębiorczość. Zarządzanie przedsiębiorstwem od A do Z, Wydawnictwo Norbertinum, Lublin 2023.
4. A. K. Koźmiński, D. Jemielniak. D. Latusek-Jurczak, A. Pikos, Zarządzanie. Nowe otwarcie, Poltext Sp. z o.o., Warszawa 2023.

**Supplementary:**

1. Möhring, Johanna, Business clusters: promoting enterprise in Central and Eastern Europe, OECD Paris 2005
2. S. Sinek, Liderzy jedzą na końcu, Wydawnictwo Helion SA, Gliwice 2015.
3. S. Blank, B. Dorf, Podręcznik star tupu. Budowa wielkiej firmy krok po kroku, Wydawnictwo HELION, Gliwice 2013

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** | **60** | **20** |
| Classes included in the study plan | 60 | 20 |
| **Student's own work** | **40** | **80** |
| Ongoing preparation for classes, preparation of project work/presentations/etc. | 20 | 40 |
| Preparation for passing classes | 20 | 40 |
| **TOTAL STUDENT HOURLY LOAD** | **100** | **100** |
| **Number of ECTS points** | **4** | **4** |

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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 |