



## Subject card

Subject name and code	, PG_00048759						
Field of study	Green Technologies						
Date of commencement of studies	October 2020	Academic year of realisation of subject			2020/2021		
Education level	first-cycle studies	Subject group			Humanistic-social subject group		
Mode of study	Full-time studies	Mode of delivery			at the university		
Year of study	1	Language of instruction			English		
Semester of study	2	ECTS credits			2.0		
Learning profile	general academic profile	Assessment form			assessment		
Conducting unit	Department of Entrepreneurship and Business Law -> Faculty of Management and Economics						
Name and surname of lecturer (lecturers)	Subject supervisor	dr Barbara Geniusz-Stepnowska					
	Teachers	mgr Magdalena Licznarska dr Barbara Geniusz-Stepnowska					
Lesson types and methods of instruction	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	15.0	15.0	0.0	0.0	0.0	30
	E-learning hours included: 0.0						
	Address on the e-learning platform: <a href="https://enauczanie.pg.edu.pl/moodle/course/view.php?id=10895#section-1">https://enauczanie.pg.edu.pl/moodle/course/view.php?id=10895#section-1</a> Adresy na platformie eNauczanie: Management and Economics - Moodle ID: 10895 <a href="https://enauczanie.pg.edu.pl/moodle/course/view.php?id=10895">https://enauczanie.pg.edu.pl/moodle/course/view.php?id=10895</a>						
Learning activity and number of study hours	Learning activity	Participation in didactic classes included in study plan		Participation in consultation hours		Self-study	SUM
	Number of study hours	30		5.0		15.0	50
Subject objectives	<ol style="list-style-type: none"><li>1. Learn the role and place of management in the contemporary economy, within the geopolitics trends and practices</li><li>2. Learn to describe and interpret basic economic frameworks</li><li>3. Learn to apply concepts towards the development of new business strategies.</li><li>4. Learn to understand business environment and management paradigms</li><li>5. Learn to communicate concepts and presentations skills effectively.</li><li>6. Learn to work effectively with teams including [virtual teams] and cooperation</li><li>7. Learn managerial- innovator behaviours</li></ol>						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[K6_W05] has an elementary knowledge of the fundamental concepts and problems of quality management, the general principles of creation and development of forms of individual entrepreneurship, application of the principles of work organization and integrated management, basic principles of quality control and analysis results; knowledge of basic legal aspects relating to the management of chemicals with particular emphasis on compounds polluting the environment and business, knows and understands the basic concepts and principles of the protection of industrial property and copyright and the need for management of intellectual property.	Contemporary economics concepts and management with entrepreneurship approach	[SW2] Assessment of knowledge contained in presentation [SW3] Assessment of knowledge contained in written work and projects
	[K6_U04] capable of formulating and solving design tasks in the field of environmental technology to recognize their non-technical aspects, including environmental, economic and legal. Is capable of applying the principles of occupational health and safety. Is able to make initial assessment of engineering solutions and actions	Creative visualizing business model via mind mapping 2. Understanding the concept of prototyping and failure exercising 3. Understanding project thinking methods and problem solving methods	[SU1] Assessment of task fulfillment [SU2] Assessment of ability to analyse information [SU4] Assessment of ability to use methods and tools [SU5] Assessment of ability to present the results of task
	[K6_K04] is ready to think and act in a creative and enterprising way, to negotiate, work in a team, assuming different roles	1. Obtain an understanding of project thinking and idea generation and problem-solving 2. Mapping the way From Business Idea to Business Model	[SK3] Assessment of ability to organize work [SK4] Assessment of communication skills, including language correctness [SK5] Assessment of ability to solve problems that arise in practice [SK1] Assessment of group work skills
[K6_K05] is ready to initiate actions for public interest, preparation of social projects (economic, civil, political).	1. Design a business concept for a new venture 2. Building Marketing strategy 3. Use pitching session for sales purpose	[SK5] Assessment of ability to solve problems that arise in practice [SK1] Assessment of group work skills	
Subject contents	<ol style="list-style-type: none"> <li>1. Introduction, online guidelines for virtual team cooperation; geopolitics and VUCA</li> <li>2. Concepts of contemporary economics and management</li> <li>3. Creativity, innovations and ideation, Design Thinking Process</li> <li>4. Empathize, Knowing Unknown</li> <li>5. Defining problems, How might we change the ecosystem</li> <li>6. Ideation to problem solving and mind mapping</li> <li>7. Experimenting by failure</li> <li>8. Testing solutions and Pitch Deck</li> </ol>		
Prerequisites and co-requisites			
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	Seminars (group works, team presentations and final project pitch)	60.0%	100.0%
Recommended reading	Basic literature	<ol style="list-style-type: none"> <li>1. what Does VUCA Really Mean?, Dec 19, 2018, VUCA what is it [ref. Forbes], <a href="https://www.forbes.com/sites/jeroenkraaijenbrink/2018/12/19/what-does-vuca-really-mean/">Jeroen Kraaijenbrink</a> &gt; <a href="https://www.forbes.com/sites/jeroenkraaijenbrink/2018/12/19/what-does-vuca-really-mean/">https://www.forbes.com/sites/jeroenkraaijenbrink/2018/12/19/what-does-vuca-really-mean/</a></li> <li>2. The Innovators DNA: Mastering the Five Skills of Disruptive Innovators, Jeffrey Dyer, Hal Gregersen and Clayton Christensen, 2011</li> <li>3. The Toyota way, 14 Management Principles from the Worlds Greatest Manufacturer, <a href="#">Jeffrey K. Liker</a></li> <li>4. Super-Creativity The Mind Map Method of Creative Problem Solving, <a href="#">Tony Buzan</a>, 1996</li> </ol>	
	Supplementary literature	<ol style="list-style-type: none"> <li>1. How to Change the World: Social Entrepreneurs and the Power of New Ideas David Bornstein, 2020</li> <li>2. Entrepreneurship: A Very Short Introduction <a href="#">Paul Westhead</a>, Mike Wright, 2013</li> </ol>	
	eResources addresses	Management and Economics - Moodle ID: 10895 <a href="https://enauczenie.pg.edu.pl/moodle/course/view.php?id=10895">https://enauczenie.pg.edu.pl/moodle/course/view.php?id=10895</a>	

<p>Example issues/ example questions/ tasks being completed</p>	<p>What is geopolitics?</p> <p>How VUCA affects businesses?</p> <p>What is management?</p> <p>What is entrepreneurship?</p> <p>What are the forms of running a business?</p> <p>What are the 10 economic principles?</p> <p>What are supply and demand factors?</p> <p>What is market equilibrium explain with example?</p>
<p>Work placement</p>	<p>Not applicable</p>