



Subject card

Subject name and code	Introduction to Entrepreneurship, PG_00049702						
Field of study	Management						
Date of commencement of studies	October 2020	Academic year of realisation of subject			2021/2022		
Education level	first-cycle studies	Subject group			Obligatory subject group in the field of study Subject group related to scientific research in the field of study		
Mode of study	Full-time studies	Mode of delivery			at the university		
Year of study	2	Language of instruction			English		
Semester of study	4	ECTS credits			3.0		
Learning profile	general academic profile	Assessment form			exam		
Conducting unit	Department of Entrepreneurship and Business Law -> Faculty of Management and Economics						
Name and surname of lecturer (lecturers)	Subject supervisor		dr inż. Marita McPhillips				
	Teachers		dr inż. Marita McPhillips				
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							
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	6.0		39.0	75	
Subject objectives	<p>The main course objectives are:</p> <ol style="list-style-type: none"> 1. To present the role and place of entrepreneurship in nowadays economics 2. To initiate the entrepreneurial mind-set 3. To explain the concept of social entrepreneurship, ethics, ethical leadership 4. To introduce the most important elements connected with business activity. 						
Learning outcomes	Course outcome	Subject outcome			Method of verification		
	[K6_W13] has a basic knowledge of the development of forms of individual and organisational entrepreneurship	knows the basic forms of individual entrepreneurship and corporate entrepreneurship development conditions			[SW1] Assessment of factual knowledge		
	[K6_W06] has the knowledge of how people function in organisations and how to manage people in a team	has knowledge about the basic entrepreneur functions and the role of the venture in the environment			[SW1] Assessment of factual knowledge		
	[K6_K02] identifies priorities related to the implementation of individual and team tasks	skillfully divides the roles in the project team and makes decisions about the distribution of the content presented			[SK1] Assessment of group work skills		
	[K6_K04] participates in the preparation and implementation of various organisational projects, with particular emphasis on cultural specificities	develops the concept of a new product or service with basic plans for their implementation and promotion			[SK5] Assessment of ability to solve problems that arise in practice		
[K6_U10] uses the acquired knowledge to work in a team based on basic teamwork techniques	uses the theoretical knowledge to creatively solve problems in a group			[SU3] Assessment of ability to use knowledge gained from the subject			

Subject contents	Part 1: UNDERSTANDING THE ENTREPRENEURIAL MIND-SET. 1. The Revolutionary Impact of Entrepreneurship. 2. The Individual Entrepreneurial Mind-Set. 3. Corporate Entrepreneurial Mind-Set. 4. The Social and Ethical Perspectives of Entrepreneurship. Part 2: LAUNCHING ENTREPRENEURIAL VENTURES. 5. Creativity and Innovation. 6. Methods to Initiate Ventures. 7. Legal Challenges in Entrepreneurship. 8. The Search for Entrepreneurial Capital. Part 3: FORMULATION OF THE ENTREPRENEURIAL PLAN. 9. The Assessment Function with Opportunities. 10. The Marketing Aspects of New Ventures. 11. Financial Statements in New Ventures. 12. Business Plan Preparation for New Ventures.			
Prerequisites and co-requisites				
Assessment methods and criteria	Subject passing criteria		Passing threshold	Percentage of the final grade
	Exam		60.0%	55.0%
	Exercises+involment		60.0%	45.0%
Recommended reading	Basic literature		Lavery, M., & Littel G. C. (2022). Entrepreneurship. OpenStax.	
	Supplementary literature		Bamford, C. E., & Bruton, G. D. (2022). Entrepreneurship: The art, science, and process for success. McGraw-Hill Education.	
	eResources addresses			
Example issues/ example questions/ tasks being completed	1. Are gazelles more important to the economy than traditional growth businesses? Why or why not? 2. What are the major sources of innovative ideas? Explain and give an example of each. 3. What are four major types of innovation?			
Work placement	Not applicable			