



## Subject card

Subject name and code	Introduction to Entrepreneurship, PG_00049702						
Field of study	Management						
Date of commencement of studies	October 2021	Academic year of realisation of subject	2022/2023				
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						
Intro to Entre- Summer 22/23 - Moodle ID: 28886 <a href="https://enauczanie.pg.edu.pl/moodle/course/view.php?id=28886">https://enauczanie.pg.edu.pl/moodle/course/view.php?id=28886</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	6.0	39.0	75		
Subject objectives	The main course objectives are:  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_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_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_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
	Exercises+activity	60.0%	45.0%
	Exam	60.0%	55.0%
Recommended reading	Basic literature	D.K. Kuratko, Introduction to Entrepreneurship, International Students Edition, Cengage Learning, 2010 or later edition	
	Supplementary literature	D. Storey, Understanding small business D. Stokes & N. Wilson, Small Business Management & Entrepreneurship, 7th Edition, 2017 or later	
	eResources addresses		
Example issues/ example questions/ tasks being completed	1. What are the major sources of innovative ideas? Explain and give an example of each.  2. What are four major types of innovation?		
Work placement	Not applicable		