



Subject card

Subject name and code	ENTREPRENEURSHIP AND CREATIVITY, PG_00037896						
Field of study	Management						
Date of commencement of studies	October 2021	Academic year of realisation of subject			2022/2023		
Education level	second-cycle studies	Subject group			Optional subject group 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			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 Magdalena Popowska				
	Teachers		dr Magdalena Popowska				
Lesson types and methods of instruction	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	0.0	30.0	0.0	0.0	0.0	30
	E-learning hours included: 0.0						
ENTREPRENEURSHIP AND CREATIVITY - summer term 2022/23 - Moodle ID: 28890 https://enauczanie.pg.edu.pl/moodle/course/view.php?id=28890							
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		4.0		16.0	50
Subject objectives	The aim of the course is to acquaint students with entrepreneurship as a phenomenon, increase their pro-entrepreneurial attitudes and develop skills necessary in entrepreneurship process. Special emphasis will be placed on fashion business as representing creative industry.						
Learning outcomes	Course outcome		Subject outcome		Method of verification		
	[K7_W12] has an in-depth knowledge of the organisational forms of enterprises and other institutions and of the principles of their creation, operation and development		A student has knowledge about how to create a business model canvas for the selected venture.		[SW1] Assessment of factual knowledge		
	[K7_W02] has an in-depth knowledge of classical and modern management concepts and their application in the management of modern organizations of various types		A student has in-depth knowledge about entrepreneurial process.		[SW1] Assessment of factual knowledge [SW2] Assessment of knowledge contained in presentation		
	[K7_U02] analyses complex economic processes and phenomena using selected methods and techniques for analysing socio-economic data, and formulates their own opinions and conclusions concerning these processes and phenomena		A student generates diverse ideas to solve enterprise related problems.		[SU3] Assessment of ability to use knowledge gained from the subject [SU4] Assessment of ability to use methods and tools		

Subject contents	<ul style="list-style-type: none"> • Introduction to the class • Defining entrepreneurship and creativity • Entrepreneurship in modern environment (i.a. young entrepreneurs, early stage entrepreneurial activity, intrapreneurship) • Creativity in business - creative process, examples of creative business ideas • Introduction to business idea generation and innovation • Funding for young and early stage entrepreneurs (i.a. crowdfunding, start-ups, incubators) • Trends in entrepreneurship • Factors influencing success in business (finding competitive advantage of young entrepreneurs) • Decision making and risk-management • Real entrepreneur meeting and discussion • Defining the concept of business model • Business idea generation • Brain storming and mind mapping • Introduction to business model canvas • Introduction to value map and customer profile • Generating business ideas /business idea as a solution to an existing economic, social, problem/ • Scanning environment for business opportunities /competitor analysis, external environment analysis, risk analysis/ • Creating business model canvas for students' proposed ideas /i.e. customer segments, value proposition, channels, customer relations, revenue streams, key resources, key activities, key partners, cost structure/ • Summary of the course and presentation of final projects 											
Prerequisites and co-requisites												
Assessment methods and criteria	<table border="1"> <thead> <tr> <th data-bbox="456 698 794 728">Subject passing criteria</th> <th data-bbox="799 698 1137 728">Passing threshold</th> <th data-bbox="1142 698 1481 728">Percentage of the final grade</th> </tr> </thead> <tbody> <tr> <td data-bbox="456 734 794 763">Business model project</td> <td data-bbox="799 734 1137 763">60.0%</td> <td data-bbox="1142 734 1481 763">80.0%</td> </tr> <tr> <td data-bbox="456 770 794 799">Individual assignments</td> <td data-bbox="799 770 1137 799">60.0%</td> <td data-bbox="1142 770 1481 799">20.0%</td> </tr> </tbody> </table>			Subject passing criteria	Passing threshold	Percentage of the final grade	Business model project	60.0%	80.0%	Individual assignments	60.0%	20.0%
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Business model project	60.0%	80.0%										
Individual assignments	60.0%	20.0%										
Recommended reading	<p>Basic literature</p> <p>Supplementary literature</p> <p>eResources addresses</p>	<p>Storey D., Greene F.J., "Small business and entrepreneurship", Pearson Education 2010</p> <p>Dion, D., Mazzalovo, G. (2016). Reviving sleeping beauty brands by rearticulating brand heritage, Journal of Business Research 69 (2016) 58945900</p> <p>Donzé, P-Y., Wubs B. (2019). LVMH: Storytelling and organizing creativity in luxury and fashion, International Journal of Fashion Studies Volume 6 Number 1.</p> <p>Darpy, D., Lasri, S., Loupiac, P. (2019). ICICLE: international development of a Chinese eco-friendly fashion brand, CCMP Publishing</p> <p>Kuratko D.K., "Introduction to Entrepreneurship", International Students Edition, Cengage Learning, 2009</p>										
Example issues/ example questions/ tasks being completed	<p>Prepare a list of 10 business ideas that you will present during brainstorming</p> <p>Delegate roles and responsibilities in your team</p> <p>Identify a market/social problem etc. that can be resolved by a business idea that you will provide</p> <p>Create a mind map of a given problem and indicate the areas which might be later converted into the business idea</p> <p>Fill in the business model canvas for planned business idea</p>											
Work placement	Not applicable											