



Subject card

Subject name and code	, PG_00048759						
Field of study	Green Technologies						
Date of commencement of studies	October 2021	Academic year of realisation of subject			2021/2022		
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		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						
	Adresy na platformie eNauczanie: Management and Economics 2022 - Moodle ID: 18652 https://enauczanie.pg.edu.pl/moodle/course/view.php?id=18652						
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">1. Understanding the role of economics and management processes in the modern economy, trends in geopolitics, climate policies: Vuca, climate change, sustainable development goals, Sustainable development as a method of striving for climate neutrality and the role of business: emission rights trading, RES;2. Getting to know modern management methods, including projects and processes3. Innovations and creative processes in the enterprise, experimenting, Design Thinking4. Practising effective communication and presentation skills; effective teamwork, including [in virtual teams] and collaboration						

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.	Concepts of modern economics and management, taking into account the aspects of entrepreneurship, quality management problems, legal aspects of business, intellectual property	[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	1. Creatively visualize the environmental business model with a mind map 2. Understand the concept of prototyping and practice failure in problem-solving 3. Understand design thinking and methods for generating ideas and problem solving	[SU1] Assessment of task fulfilment [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_K05] is ready to initiate actions for public interest, preparation of social projects (economic, civil, political).	1. Designing a new venture 2. Building marketing strategy. 3. Using the skills of the pitching session for sales purposes	[SK5] Assessment of ability to solve problems that arise in practice [SK1] Assessment of group work skills
	[K6_K04] is ready to think and act in a creative and enterprising way, to negotiate, work in a team, assuming different roles	1. Understand design thinking and methods for generating ideas and solving problems 2. Paving the way from a business idea to a business model 3. Working in a team	[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
Subject contents	The aim of the Course is not only to study management but to understand how to become leaders and entrepreneurs in VUCA times. Over the 30 hrs course, students will learn how to approach and plan an innovation-based new venture in environmental and climate challenges. As a framework for this, we use the design thinking process with the - idea generation, business plan and investor pitch as a valuable vehicle to achieve this goal. Concepts are framed within the geopolitics and VUCA times. Students will work in teams to launch their ideas, work through market opportunities, competitive positioning, and team-building, developing communication and presentations skills. That is a hands-on course, with a build-in flip-flop method of teaching with a rigorous framework and providing valuable experience to students so that they, upon completion, can be more successful in starting a new venture, using their creativity.		
Prerequisites and co-requisites			
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	Pitching deck	60.0%	100.0%
Recommended reading	Basic literature	<ol style="list-style-type: none"> How to Change the World: Social Entrepreneurs and the Power of New Ideas David Bornstein, 2020 Entrepreneurship: A Very Short Introduction Paul Westhead, Mike Wright, 2013 What Does VUCA Really Mean?, Dec 19, 2018, VUCA what is it [ref. Forbes], Jeroen Kraaijenbrink > https://www.forbes.com/sites/jeroenkraaijenbrink/2018/12/19/what-does-vuca-really-mean/ The Innovators DNA: Mastering the Five Skills of Disruptive Innovators, Jeffrey Dyer, Hal Gregersen and Clayton Christensen, 2011 The Toyota way, 14 Management Principles from the Worlds Greatest Manufacturer, Jeffrey K. Liker Super-Creativity The Mind Map Method of Creative Problem Solving, Tony Buzan, 1996 	

	Supplementary literature	<p>1. How to Change the World: Social Entrepreneurs and the Power of New Ideas David Bornstein, 2020</p> <p>2. Entrepreneurship: A Very Short Introduction Paul Westhead, Mike Wright, 2013</p>
	eResources addresses	Management and Economics 2022 - Moodle ID: 18652 https://enauczanie.pg.edu.pl/moodle/course/view.php?id=18652
Example issues/ example questions/ tasks being completed	<p>What is geopolitics? How does VUCA affect business? What are the policies on climate change? What is management? What is Entrepreneurship? What are the forms of running a business? What are the supply and demand factors? What are the stages of solving business problems?</p>	
Work placement	Not applicable	