



## Subject card

Subject name and code	ENTREPRENEURSHIP AND CREATIVITY, PG_00037896						
Field of study	Management						
Date of commencement of studies	October 2022	Academic year of realisation of subject			2023/2024		
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						
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_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		
	[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		
Subject contents	<ul style="list-style-type: none"><li>• Creativity in business - creative process</li><li>• Introduction to business idea generation and innovation</li><li>• Introduction to fashion: cases, challenges, issues.</li><li>• Introduction to business model canvas and lean canvas</li><li>• Business idea generation: brainstorming and mind mapping</li><li>• Introduction to value map and customer profile</li><li>• Scanning environment for business opportunities in fashion /competitor analysis, external environment analysis, risk analysis/</li><li>• Creating a business model canvas for students' proposed ideas</li><li>• /i.e. customer segments, value proposition, channels, customer relations, revenue streams, key resources, key activities, key partners, cost structure/</li><li>• Summary of the course and presentation of final projects</li></ul>						

Prerequisites and co-requisites			
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	Moodboard for project	60.0%	10.0%
	Description of the buyer persona	60.0%	20.0%
	Business Model or Lean Canvas	60.0%	35.0%
	Mind map for a project	60.0%	20.0%
	Final Pitch of the idea	60.0%	15.0%
Recommended reading	Basic literature	<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>	
	Supplementary literature	Kuratko D.K., "Introduction to Entrepreneurship", International Students Edition, Cengage Learning, 2009	
	eResources addresses	Adresy na platformie eNauczenie: ENTREPRENEURSHIP AND CREATIVITY - summer term 2023/24 - Moodle ID: 28890 <a href="https://enauczenie.pg.edu.pl/moodle/course/view.php?id=28890">https://enauczenie.pg.edu.pl/moodle/course/view.php?id=28890</a>	
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		