



## Subject card

Subject name and code	SUSTAINABLE INNOVATION AND ENTREPRENEURSHIP, PG_00061608						
Field of study	Management, Management						
Date of commencement of studies	October 2025		Academic year of realisation of subject		2025/2026		
Education level	second-cycle studies		Subject group		Specialty subject group Subject group related to scientific research in the field of study		
Mode of study	Part-time studies		Mode of delivery		at the university		
Year of study	1		Language of instruction		Polish		
Semester of study	2		ECTS credits		3.0		
Learning profile	general academic profile		Assessment form		assessment		
Conducting unit	Department of Entrepreneurship -> 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	8.0	16.0	0.0	0.0	0.0	24
	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	24		5.0		46.0	75
Subject objectives	Creates innovative organization management processes using the concept of sustainable development						
Learning outcomes	Course outcome		Subject outcome		Method of verification		
	[K7_W06] identifies reliable sources of information relevant to the analyzed issues		appropriately selects research methods to analyze the market and consumer expectations of sustainable products and services		[SW3] Assessment of knowledge contained in written work and projects		
	[K7_U01] creates innovative solutions to complex and unstructured problems, taking into account the variability of the environment by synthesising information from many sources		creates innovative solutions to complex problems in the organization, combining different approaches to achieve the intended goal		[SU4] Assessment of ability to use methods and tools		
Subject contents	LECTURE Introduction to the course organization and requirements and the main topic Economic entrepreneurship theories in the light of current challenges Sustainable development and entrepreneurship: definitions, determinants, actors and processes A short debate between corporate social responsibility, sustainable development, and circular economy Types and characteristics of sustainable entrepreneurship and innovation Conditions for sustainable innovation: from administering a technical challenge to managing an entrepreneurial opportunity. Circular entrepreneurship ecosystems Sustainable innovation in high and low-tech-intensive sectors Open innovations and sustainability Social innovation and entrepreneurship as facilitators of the adoption of new industry practices Identifying and designing sustainable business models through sustainable value creation Ecopreneurship and ecopreneurs: limits, trends, and characteristics Green startups and their specific characteristics and challenges Sustainable entrepreneurship orientation (sustainable corporate entrepreneurship) Financing sustainable innovations and enterprises Summary TUTORIAL Creativity/innovation/entrepreneurship Recognizing a social and ecological problem Recognizing social and ecological opportunity Developing a triple-bottom-line solution Funding and forming a sustainable enterprise Creating or entering a sustainable market Business Model Canvas vs. Lean Canvas						

Prerequisites and co-requisites			
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	Tests in the semester	60.0%	100.0%
Recommended reading	Basic literature	Wagner, M. (ed.). (2017). Entrepreneurship, Innovation and Sustainability. Routledge Aagaard, A. (ed.). (2019). Sustainable Business Models, Innovation, Implementation and Success. Palgrave Macmillan Cham	
	Supplementary literature	Bakry, D.S., Daim, T., Dabic, M., Yesilada, B. (2022). An evaluation of the effectiveness of innovation ecosystems in facilitating the adoption of sustainable entrepreneurship, Journal of Small Business Management, 1-27 Han, Y., Niu, Q. (2023). Enhancing green radical product innovation through sustainable entrepreneurship orientation and sustainable market orientation for sustainable performance: managerial implications from sports goods manufacturing enterprises of China, Economic Research-Ekonomska Istraživanja, 1-20	
	eResources addresses	Adresy na platformie eNauczanie:	
	Example issues/ example questions/ tasks being completed	Define the sustainable development challenges and describe entrepreneurs' role in achieving the Sustainable Development Goals (SDGs) What social and open innovations are? What is their place in today's economic reality? Describe some characteristics and challenges of green startups? What are the conditions for sustainable innovation? The role of the circular entrepreneurship ecosystems	
Work placement	Not applicable		

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