

Subject card

ENTREPRENEURSHIP AND CREATIVITY, PG_00061127								
Management								
October 2024		Academic year of realisation of subject			2025/2026			
second-cycle studies		Subject group			Specialty subject group Subject group related to scientific research in the field of study			
Full-time studies		Mode of delivery			at the university			
2		Language of instruction			English			
3		ECTS credits			3.0			
general academic profile		Assessment form			assessment			
Department Of Entrepreneurship -> Faculty Of Management And Economics -> Wydziały Politechniki Gdańskiej						techniki		
Subject supervisor		dr Magdalena Popowska						
Teachers		dr Magdalena Popowska						
Lesson type	Lecture	Tutorial	Laboratory	Projec	t	Seminar	SUM	
Number of study hours	15.0	30.0	0.0	0.0		0.0	45	
E-learning hours included: 0.0								
Learning activity	Participation in didactic classes included in study plan		Participation in consultation hours		Self-study SUM		SUM	
Number of study hours	45		6.0		24.0		75	
Creates innovative organization management processes, demonstrating creativity and entrepreneurial activity								
Course outcome		Subject outcome			Method of verification			
[K7_W05] takes into account in the analyzes in an in-depth way both the economic, legal and ethical context, being aware of the responsibility for the consequences of its decisions		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			
solutions to complex unstructured problem account the variability environment by synth		manages the process of creating and implementing innovative solutions in the organization, taking into account changing conditions			[SU3] Assessment of ability to use knowledge gained from the subject			
 Organisational issues Introduction to design thinking Sustainability challenges Sustainability and cultural heritage in fashion Business models - Business Model Canvas and Lean Canvas methods Branding, benchmarking and communication in fashion Financing business ventures Prototyping and market and customer research Pitching 								
	Management October 2024 second-cycle studies Full-time studies 2 3 general academic production of Entregandskiej Subject supervisor Teachers Lesson type Number of study hours E-learning hours inclustive or activity Course out [K7_W05] takes into the analyzes in an in both the economic, leethical context, being responsibility for the consequences of its [K7_U01] creates in solutions to complex unstructured problem account the variability environment by synthinformation from mar 1. Organisational is 2. Introduction to de 3. Sustainability and 5. Business models 6. Branding, benche 7. Financing busine 8. 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Assessment methods	Subject passing criteria	Passing threshold	Percentage of the final grade			
and criteria	Prototype (MVP)	60.0%	10.0%			
	Moodboard for project	60.0%	10.0%			
	Mind map for a project	60.0%	10.0%			
	Final pitch of the idea	60.0%	15.0%			
	Buyer persona	60.0%	20.0%			
	Business Model or Lean Canvas	60.0%	35.0%			
Recommended reading	Basic literature Supplementary literature	 Boulocher-Passet, V., Daly, P., Ruaud, S. (2024) Sustainable entrepreneurship within fashion: La Gentle Factory story. International Journal of Entrepreneurship and Innovation, 10.1177/14657503241250284. Osterwalder, A., & Pigneur, Y. (2010). Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers. John Wiley & Sons. Ries, E. (2011). The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses. Crown Business. Maurya, A. (2012). Running Lean: Iterate from Plan A to a Plan That Works. OReilly Media. Blank, S., & Dorf, B. (2012). The Startup Owner's Manual: The Step-by-Step Guide for Building a Great Company. 				
	eResources addresses	Adresy na platformie eNauczanie:				
Example issues/ example questions/ tasks being completed	Prepare a list of 10 business ideas that you will present during the brainstorming session Make a division of roles in the team Identify a social/market problem etc. that can later be solved with a business idea Draw a mind map regarding the given problem issue with an indication of areas that can be addressed later in the form of a business idea Complete the business model canvas form for your planned business idea					
Work placement	Not applicable					

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