



Subject card

Subject name and code		ENTREPRENEURSHIP, PG_00071717						
Field of study		Management						
Date of commencement of studies		October 2026	Academic year of realisation of subject			2027/2028		
Education level		first-cycle studies	Subject group			Obligatory subject group in the field of study 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			4.0		
Learning profile		general academic profile	Assessment form			assessment		
Conducting unit		Department of Entrepreneurship -> Faculty of Management and Economics -> Faculties of Gdańsk University of Technology						
Name and surname of lecturer (lecturers)		Subject supervisor		dr hab. Julita Wasilczuk				
		Teachers						
Lesson types		Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
		Number of study hours	30.0	15.0	0.0	0.0	0.0	45
		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	45	3.0	52.0	100		
Subject objectives		is to prepare students to initiate and develop entrepreneurial ventures through teamwork, based on knowledge of entrepreneurship and innovation, and to shape attitudes of creativity, responsibility and cooperation in the context of designing and implementing innovative business ideas.						
Learning outcomes		Course outcome		Subject outcome		Method of verification		
		[K6_U03] collaborates with others in solving interdisciplinary problems.		can work in a project team to develop a business venture concept, acting as a leader or team member and applying basic teamwork methods to plan and present business solutions.		[SU1] Assessment of task fulfilment		
		[K6_W04] possesses advanced knowledge of the principles of creative and entrepreneurial activity, enabling the identification and implementation of innovative ideas while ensuring compliance with copyright protection requirements.		knows and understands the mechanisms of entrepreneurship and innovation in the context of identifying, evaluating and developing innovative business ideas, taking into account the basic financial, legal and organisational conditions of entrepreneurial activity.		[SW3] Assessment of knowledge contained in written work and projects		
		[K6_K02] is prepared to make competent and ethical decisions to create and maintain economic, social, and environmental values, demonstrating entrepreneurial actions.		is ready to make responsible and ethical decisions related to creating and developing ventures, taking into account their economic, social, and environmental impact, while demonstrating initiative and an entrepreneurial mindset.		[SK5] Assessment of ability to solve problems that arise in practice		

Subject contents	<p>Course content – lecture</p> <p>UNDERSTANDING ENTREPRENEURIAL THINKING</p> <p>The revolutionary impact of entrepreneurship</p> <p>Individual entrepreneurial attitude</p> <p>Types of Entrepreneurship</p> <p>Social and ethical perspectives of entrepreneurship</p> <p>STARTING A BUSINESS</p> <p>Creativity and innovation</p> <p>Initiating projects</p> <p>Legal challenges of entrepreneurship</p> <p>The search for capital</p> <p>PROJECT PLANNING</p> <p>Assessment of the chances of success</p> <p>Marketing aspects of new ventures</p> <p>Preparation of a business plan for new ventures</p> <p>Searching for support</p> <p>Going global</p>		
	<p>Course content – exercises</p> <p>Who is and who is not an entrepreneur</p> <p>Team work Belbin test what is my role in the team creating teams</p> <p>Creativity</p> <p>Idea versus opportunity</p> <p>Trend mapping</p> <p>Problem identification/opportunity</p> <p>Developing the proposition</p> <p>Developing the proposition:</p> <p>Customers segmentations</p> <p>Customers: value proposition</p> <p>Lean business model</p> <p>Competitors/marketing</p> <p>Communicating idea: Landing page</p> <p>Communicating idea: Pitch</p> <p>Ethical and sust.: who gain, who lose; environmental impact</p>		
Prerequisites and co-requisites			
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	Problem-based test	60.0%	40.0%
	Team project – project concept	60.0%	40.0%
	Problem-based team presentation	60.0%	20.0%

Recommended reading	Basic literature	<p>Lavery, M., & Littel, G. C. (2022). Entrepreneurship. OpenStax</p> <p>Ivascu, Dragan (Eds) (2024). Entrepreneurship - Digital Transformation, Education, Opportunities and Challenges. In Business, Management and Economics. IntechOpen.</p> <p>Neck, Neck, Murray (2024) Entrepreneurship. The Practice and Mindset, Sage</p>
	Supplementary literature	<p>Bamford, C. E., & Bruton, G. D. (2022). Entrepreneurship: The art, science, and process for success. McGraw-Hill Education</p> <p>Haque (2026), Entrepreneurship. A contemporary Perspective. Taylor and Francis.</p> <p>Zacharakis, Corbett, Bygrave (2025). Entrepreneurship. Hoboken, NJ : Wiley</p> <p>Blogs on entrepreneurship</p>
	eResources addresses	
Example issues/ example questions/ tasks being completed	<p>What are the main sources of innovative ideas? Explain and give examples</p> <p>What are the four main types of innovation?</p> <p>Create the Business model</p>	
Practical activities within the subject	Not applicable	

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