



Subject card

Subject name and code	ENTREPRENEURSHIP AND CREATIVITY, PG_00061127						
Field of study	Management						
Date of commencement of studies	October 2026	Academic year of realisation of subject			2027/2028		
Education level	second-cycle studies	Subject group			Optional subject group Specialty 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	3	ECTS credits			3.0		
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. Magdalena Popowska					
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	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 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	6.0		24.0	75	
Subject objectives	Creates innovative organization management processes, demonstrating creativity and entrepreneurial activity						
Learning outcomes	Course outcome	Subject outcome			Method of verification		
	[K7_W05] has in-depth knowledge of integrating economic, legal, and ethical aspects in analyses and their application in entrepreneurial activities.	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 for complex and unstructured processes, considering unpredictable environmental conditions through the synthesis of information from various sources.	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		
Subject contents	Course content – lecture 1. Organisational issues 2. Introduction to design thinking 3. Sustainability challenges 4. Sustainability and cultural heritage in fashion 5. Business models - Business Model Canvas and Lean Canvas methods 6. Branding, benchmarking and communication in fashion 7. Financing business ventures 8. Prototyping and market and customer research 9. Pitching						
Prerequisites and co-requisites							

Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	Final pitch of the idea	60.0%	15.0%
	Buyer persona	60.0%	20.0%
	Business Model or Lean Canvas	60.0%	35.0%
	Mind map for a project	60.0%	10.0%
	Moodboard for project	60.0%	10.0%
	Prototype (MVP)	60.0%	10.0%
Recommended reading	Basic literature	<ol style="list-style-type: none"> 1. Boulocher-Passet, V., Daly, P., Raud, S. (2024) Sustainable entrepreneurship within fashion: La Gentle Factory story. International Journal of Entrepreneurship and Innovation, . 10.1177/14657503241250284. 2. Osterwalder, A., & Pigneur, Y. (2010). Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers. John Wiley & Sons. 3. Ries, E. (2011). The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses. Crown Business. 	
	Supplementary literature	<ol style="list-style-type: none"> 1. Maurya, A. (2012). Running Lean: Iterate from Plan A to a Plan That Works. O'Reilly Media. 2. Blank, S., & Dorf, B. (2012). The Startup Owner's Manual: The Step-by-Step Guide for Building a Great Company. 	
	eResources addresses		
Example issues/ example questions/ tasks being completed	<p>Prepare a list of 10 business ideas that you will present during the brainstorming session</p> <p>Make a division of roles in the team</p> <p>Identify a social/market problem etc. that can later be solved with a business idea</p> <p>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</p> <p>Complete the business model canvas form for your planned business idea</p>		
Practical activities within the subject	Not applicable		

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