



Subject card

Subject name and code	Micro-Entrepreneurship, PG_00068727						
Field of study	Management						
Date of commencement of studies	February 2027		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	1		Language of instruction		Polish		
Semester of study	2		ECTS credits		4.0		
Learning profile	general academic profile		Assessment form		exam		
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		5.0		50.0	100
Subject objectives	Preparing students to develop and propose solutions for microenterprises based on knowledge of management theories, concepts, and methods, as well as sources and instruments of financing, while fostering attitudes related to creative decision-making in the context of running a small business, taking into account the principles of sustainable development.						
Learning outcomes	Course outcome		Subject outcome		Method of verification		
	[K7_W01] "demonstrates in-depth knowledge and understanding of contemporary management problems, and selects methods for resolving them while taking into account the complex interrelationships among the phenomena being analyzed.		knows and understands key management theories, concepts, and methods relevant to microenterprises, in the context of business models, sources of financing, principles of responsible business conduct, and digital solutions.		[SW1] Assessment of factual knowledge		
	[K7_U01] creates innovative solutions for complex and unstructured processes, considering unpredictable environmental conditions through the synthesis of information from various sources.		is able to develop and propose innovative solutions to complex problems faced by microenterprises, synthesizing information from multiple sources and applying management and financial tools, and to justify proposed solutions under changing environmental conditions, taking into account the principles of sustainable development.		[SU3] Assessment of ability to use knowledge gained from the subject		

Subject contents	Course content – lecture Introduction: Definitions/creativity/trends Contemporary, unconventional forms/types Business models Marketing Entrepreneurship Week The entrepreneur's environment Risk Communication Landing page Going global Country analysis for market entry Social responsibility of the entrepreneur – social models Legal and tax aspects Summary		
	Course content – exercises Introductory sessions Creativity exercises Business ideas Comparison of countries Marketing Guerrilla marketing Types of entrepreneurship Risk/working with a model/feedback Problem analysis Communication Landing page Setting up a business Pitch		
Prerequisites and co-requisites			
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	Assessment of the knowledge test result in the MOOC course	60.0%	20.0%
	Test with closed-ended and open-ended questions (examination) assessing the understanding of concepts, theories, and methods, as well as their selection for the realities of microenterprises	60.0%	30.0%
	Assessment of the project assignment (landing page): relevance of the value proposition, selection of methods and tools, and quality of the justification for the decisions made	60.0%	50.0%
Recommended reading	Basic literature	Alexander Osterwalder, Yves Pigneur, Tworzenie modeli biznesowych, Onepress 2012 Janasz K., Kaczmarek B., Wasilczuk J.E. (2020), <i>Przedsiębiorczość i finansowanie innowacji</i>, PWE, Warszawa.	
		Piątkowski, M.J., Urbaniec, M. (red.) (2023), <i>Ekosystem przedsiębiorczości. Uwarunkowania i źródła finansowania</i>, Difin Westhead, P., Wright, M. (2024), <i>Przedsiębiorczość</i>, tłum. A. Kurczewska, Wydawnictwo Uniwersytetu Łódzkiego	

	Supplementary literature	C. Zott, R. Amit, & L.Massa. 'The Business Model: Theoretical Roots, Recent Developments, and Future Research', WP-862, IESE, June, 2010 - revised September 2010 R.D. Hisrich, M.P. Peters, D.A. Shepherd, <i>Entrepreneurship</i>
	eResources addresses	
Example issues/ example questions/ tasks being completed	Describe methods for promoting a micro-enterprise using online tools Design a landing page for a chosen business venture Carry out a reflective analysis of your entrepreneurial skills	
Practical activities within the subject	Not applicable	

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