

COURSE CHART**I. General information**

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| Course title | Entrepreneurship workshop |
| Course title in Polish | Przedsiębiorczość - warsztaty |
| Field of study | Biotechnology, mathematics, informatics, |
| Study level | Level I - licentiate |
| Form of study | Full time |
| Field of science | Management and quality sciences |
| Course language | English |

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| Course coordinator/responsible person | Prof. Dr hab. Tomasz Stuczyński |
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| Form of classes (<i>from closed catalogue library</i>) | Number of hours | Semester | ECTS points |
|--|-----------------|----------|-------------|
| Lecture | | | 2 |
| Discussion session | | | |
| Exercises | | | |
| Laboratory | | | |
| Workshop | 30 | II | |
| Seminar | | | |
| Pro-seminar | | | |
| Language course | | | |
| Internship | | | |
| Field work | | | |
| Diploma laboratory | | | |
| Translatorium | | | |
| Study visit | | | |

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| Prerequisites | Basic knowledge of business subjects - high school level syllabus |
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II. Course objectives

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| 1. Understanding the dynamic role of entrepreneurship in the economy and the importance of small businesses |
| 2. Organizing and Managing a Small Business |
| 3. Financial Planning and Control |
| 4. Forms of Ownership for Small Business |
| 5. Strategic Marketing Planning |
| 6. Business Plan Creation for start-ups |
| 7. Stress management |
| 8. Team building and communication |
| 9. New Product or Service Development |
| 10. Developing sales skills |

III. Learning outcomes for the course in relation to study field outcomes

| Symbol | Outcome description | Study field outcomes |
|---------------------------------------|---|----------------------|
| KNOWLEDGE | | |
| W_01 | Knowledge of the activities involved in entrepreneurship | Un_P_W01 |
| W_02 | Knowledge about setting up business strategies and plans of small ventures | Un_P_W01 |
| W_03 | Knowledge about barriers in running an enterprise – identifying resources and risks | Un_P_W01 |
| W_04 | Awareness about communication methods and solving crises | Un_P_W01 |
| W_05 | Knowledge about cash flows and budgeting | Un_P_W01 |
| SKILLS | | |
| U_01 | Ability to objectively assess available resources | Un_P_U01 |
| U_02 | Ability to formulate personal and business goals | Un_P_U01 |
| U_03 | Ability to perform expertly selling and recognize clients needs | Un_P_U01 |
| U_04 | Ability to construct budgets - revenue and investment planning, cost control | Un_P_U01 |
| U_05 | Ability to transform an innovative business idea into a start-up | Un_P_U01 |
| SOCIAL COMPETENCES (ATTITUDES) | | |
| K_01 | Ability to give and receive constructive feedback as a basic model of communication in business | Un_P_K01 |
| K_02 | Ability to recognize business opportunities through an understanding of existing economic and social landscapes | Un_P_K01 |
| K_03 | Ability to create products and services responding to market and social needs – understanding that maximizing the profit is not the ultimate goal of socially responsible business. | Un_P_K01 |

IV. Course content description/ program content

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| <p>This course provides business and non-business majors with the skills necessary to succeed as an entrepreneur. The fundamentals of starting and operating a business, developing a business plan, obtaining financing, marketing a product or service and developing an adequate accounting system will be covered. Strong emphasis will be put on communication, planning and managing in business, operations improvement through LEAN method, conflict resolution, and management</p> |
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V. Methods of realization and verification of learning outcomes

| Outcome symbol | Teaching methods <i>(choice list)</i> | Verification methods <i>(choice list)</i> | Ways of documenting <i>(choice list)</i> |
|------------------|--|--|---|
| KNOWLEDGE | | | |
| W_01 | Conversational lecture | Presentation | Presentation rating card |
| W_02 | Conversational lecture | Presentation | Presentation rating card |
| W_03 | Conversational lecture | Presentation | Presentation assessment |

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|---------------------------------------|-------------------|--------------|--------------------------|
| | | | chart |
| SKILLS | | | |
| U_01 | Practical classes | report | Report printout |
| U_02 | Practical classes | report | Report printout |
| U_03 | Practical classes | report | Report printout |
| U_04 | Practical classes | report | Report printout |
| U_05 | Practical classes | report | Report printout |
| SOCIAL COMPETENCES (ATTITUDES) | | | |
| K_01 | Discussion | presentation | Presentation rating card |
| K_02 | Discussion | Presentation | Presentation rating card |
| K_03 | Discussion | Presentation | Presentation rating card |

VI. Scoring criteria, weights...

The graded assessment consist of the following elements:

Written test 40%,

Presentation of business plan 40%

Participation in discussion and exercises 20%,

Assessment criteria for the written test:

91 - 100% points - grade 5,0

81 - 90% points - grade 4,5

71 - 80% points - grade 4,0

61 - 70% points - grade 3,5

50 - 60% points - grade 3,0

VII. Student workload

| Form of student activity | Number of hours |
|---|-----------------|
| Number of hours in contact with the teacher | 40 |
| Number of ours of student's individual work | 30 |

VIII. Literature

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| Basic readings |
| Finkel D., Harkness S (2017) Build a Business, Not a Job! Grow Your Business & Get Your Life Back Published by Bradstreet and Sons. https://free-management-ebooks.tradepub.com |
| Additional readings |
| Kotler, P. (2011) Reinventing Marketing to Manage the Environmental Imperative Journal of Marketing vol:75 no. 4: 132 -135 |

