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|--|--|---|-----------------|------------------------|-------------------------|-------------------------|--------------------------|----------------------|----------------------|--------------------|---------------|--|
| Course title | International Entrepreneurship | | | | | | ECTS code | 14.3.EE.FZ.2834 | | | | |
| | | | | | | | ECTS credits | 5 | | | | |
| | | | | | | | max. students | 60 | | | | |
| Name of unit administrating study | IHZ | Field of study | Economics/MSG** | | Field of specialisation | NONE; | | | | | | |
| Teaching staff | Piotr Zientara, Associate Professor | | | | | | | | | | | |
| Number of hours | | | | | | | | | | | | |
| Lectures | 30 | Classes | 0 | Tutorials | 0 | Laboratory | 0 | Seminars | 0 | Language classes | 0 | |
| Forma aktywności | | | | | | | Year&Type of studies* | 3 SS1, | | | | |
| Hours with the participation of the academic teacher (including office hours, exams, others): | | | | | | Semester: | 5, | | | | | |
| Hours without the participation of the academic teacher (student's self-study, homeworks): | | | | | | Type of course: | optional | | | | | |
| Total number of hours: | | | | | | 0 | Language of instruction: | English | | | | |
| Teaching form | in-class learning | | | | | | | | | | | |
| Teaching methods | Lectures including multimodal presentations, | | | | | | | | | | | |
| Prerequisites (required courses and introductory requirements) | | | | | | | | | | | | |
| Required courses | - | | | | | | | | | | | |
| Introductory requirements | A good command of English and a basic understanding of economics | | | | | | | | | | | |
| Assessment method, forms and criteria | | | | | | | | | | | | |
| Assessment method | Course completion (graded) | | | | | | | | | | | |
| Assessment criteria | Written exam in the form of a multiple-choice test - 100%. Grading scale: 91%-100% - 5; 81%-90 % 4+; 71%-80% 4; 61%-70% 3+; 51%-60% 3. | | | | | | | | | | | |
| Course objectives | | | | | | | | | | | | |
| The objective of the course is to familiarize students with the theory and practice of entrepreneurship in the international context | | | | | | | | | | | | |
| Learning outcomes | | | | | | | | | | | | |
| Knowledge | E1_W02 | The student has advanced knowledge of man as a producer and consumer of goods and services | | | | | | | | | | |
| | E1_W04 | The student has advanced knowledge of the nature of economic factors, processes, phenomena, structures, institutions, and about their connections, causes and implications of their changes | | | | | | | | | | |
| Verification of learning outcomes - Knowledge | | | | | | | | | | | | |
| Outcomes | written exam | oral exam | test | essay/paper /portfolio | tasks/ homeworks | individual presentation | group presentation | classroom activities | classroom discussion | individual project | group project | |
| E1_W02 | | | | | | | | X | | | | |
| E1_W04 | X | | | | | | | | | | | |
| Skills | E1_U01 | The student is able to observe, characterize, diagnose, evaluate and model in the planned and specialized way chosen aspects of economic and social life | | | | | | | | | | |
| | E1_U08 | The student is able to analyze people behavior, their motives and consequences for certain economic sphere | | | | | | | | | | |
| Verification of learning outcomes - Skills | | | | | | | | | | | | |
| | | | | | | | | | | | | |

| Outcomes | written exam | oral exam | test | essay/paper /portfolio | tasks/ homeworks | individual presentation | group presentation | classroom activities | classroom discussion | individual project | group project |
|-----------|--------------|--|------|------------------------|------------------|-------------------------|--------------------|----------------------|----------------------|--------------------|---------------|
| E1_U01 | | | | | | | | X | | | |
| E1_U08 | | | | | | | | | | X | |
| Attitudes | E1_K01 | The student is competent to participate in creating new research projects and to determinate new aims of studie | | | | | | | | | |
| | E1_K03 | The student is able to independently carry out economic and interdisciplinary research activity, manage research teams and to improve owned skills and knowledge | | | | | | | | | |

Verification of learning outcomes - Attitudes

| Outcomes | written exam | oral exam | test | essay/paper /portfolio | tasks/ homeworks | individual presentation | group presentation | classroom activities | classroom discussion | individual project | group project |
|----------|--------------|-----------|------|------------------------|------------------|-------------------------|--------------------|----------------------|----------------------|--------------------|---------------|
| E1_K01 | | | | | | | | | | X | |
| E1_K03 | | | | | | | | | | | X |

Course contents
Entrepreneurship: theoretical framework

Notion of entrepreneurship (free enterprise) and the entrepreneur

Entrepreneur - intrapreneur - manager

Corporate entrepreneurship versus individual entrepreneurship

A role schema and an event schema

Theory of entrepreneurial cognition and social cognitive theory

Prevention focus behaviour versus promotion focus behaviour

Cognitive styles and entrepreneurship

Starting a business

Different types of companies

Business-to-business (B2B) vs business-to-consumer (B2C)

The main characteristics of a viable business plan

Business environment and its role in fostering entrepreneurship

Main characteristics of the free-market economy (free enterprise) and the centrally-planned system

Government intervention in view of entrepreneurial activity

Concept of ease of doing business and obstacles to entrepreneurship in different countries

Significance of human and social capital for entrepreneurship

Entrepreneurship and innovation

Notion and implications of a knowledge-based economy

Significance of technological progress and its impact on modern economies

Nature of the innovation process (collaborative, interactive, exchange of tacit knowledge)



Schumpeterian link between entrepreneurship and innovation

Conceptualisations of the Japanese term ba

Clusters (M. Porter), innovation and co-opetition (the Silicon Valley)

Role of creativity in innovation generation

Family businesses

Definition and idiosyncrasy of the family firm

The concept of socioemotional wealth

Advantages and disadvantages associated with family firms

Business ethics and entrepreneurship

Conceptualizations and implications of Corporate Social Responsibility

Environmental sustainability and entrepreneurship

Recommended reading lists

a) Bhidé, A.V. (2000) *The origin and evolution of new businesses*, Oxford: Oxford University Press.

Drucker, P. (1985) *Innovation and entrepreneurship*, New York: HarperCollins Publishers.

Höhmann, H.-H. & Welter, F. (2005). *Trust and entrepreneurship: A West-East perspective.*, Cheltenham, U.K.: Edward Elgar.

b) Hofstede, G. (2001). *Culture's consequences, comparing values, behaviors, institutions, and organizations across nations*, Thousand Oaks, CA: Sage.

M. Wright and I. Vanaelst (Eds.), *Entrepreneurial teams and new business creation*, Cheltenham, U.K.: Edward Elgar.

Contact

piotr.zientara@ug.edu.pl

* SS1- undergraduate studies * SS2 - graduate studies * SDang - doctoral studies
** MSG - International Economic Relations