



Course title	Entrepreneurship and Business Success				ECTS code	14.03.5346					
					ECTS credits	5					
					max. students	25					
Name of unit administrating study	KMakr	Field of study	Economics/MSG**	Field of specialisation	NONE;						
Teaching staff	Andrzej Poszewiecki, Ph.D.										
Number of hours											
Lectures	30	Classes	0	Tutorials	0	Laboratory	0	Seminars	0	Language classes	0
Forma aktywności						Year&Type of studies*	3 SS1, 2 SS2,				
Hours with the participation of the academic teacher (including office hours, exams, others):						Semester:	5, 3,				
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	blended learning										
Teaching methods	E-learning, Use of scientific literature in English, academic English.										
Prerequisites (required courses and introductory requirements)											
Required courses	None										
Introductory requirements	Good knowledge of English.										
Assessment method, forms and criteria											
Assessment method	Course completion (graded)										
Assessment criteria	The basic criteria for evaluation 5 91-100% 4,5 81-90% 4 71-80% 3,5 61-70% 3 51-60% 2 50% and below										
Course objectives											
Inform and challenge students to develop the knowledge and skills required to form a better understanding of the small enterprise sector. Providing the technical and business skills that are needed in order to start and run a new business. Raising learners' awareness of self-employment as a career option (the message being that you can become not only an employee, but also an entrepreneur) Promoting the development of personal qualities that are relevant to entrepreneurship, such as creativity, risk-taking and responsibility Developing an understanding of the role of small business and entrepreneurship in the larger world of international commerce. Developing entrepreneurial marketing strategies and plans for new ventures. Deepen the knowledge of academic English vocabulary in entrepreneurship at an advanced level.											
Learning outcomes											
Knowledge	MSG1_W03	Student has an advanced and structured knowledge of the world economy and international economic relations; understands the process of their evolution, including its causes and consequences;									
	MSG1_W05	Student knows and understands the basic principles of establishing and developing various forms of entrepreneurship									
	MSG1_W17	Student has an advanced knowledge of financial conditions related to conducting business activity, including the principles of accounting, financial analysis and international settlements;									
	MSG2_W12	Student has an in-depth knowledge and understanding of the principles of establishing and development of business entities, including forms of individual entrepreneurship;									
	E2_W11	Student knows the detailed principles of establishing and developing forms of individual									

		entrepreneurship, using the knowledge of economics, finance and management sciences									
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
MSG1_W03					X						
MSG1_W05					X						
MSG1_W17					X				X	X	
MSG2_W12					X						
E2_W11					X						
Skills	MSG1_U05	Student can use basic regulations and standards which determine business activity, as well as accounting principles in order to solve specific tasks related to the activity of enterprises;									
	MSG1_U14	Student can interact and work in a team (including an international one), taking various roles within it;									
	MSG2_U13	Student has a thorough ability to prepare specialist written work on economic and social issues, using specialist theoretical and methodological approaches, collecting data from various sources, their description and interpretation, the principles of hypothesis formulation and drawing conclusions on the basis of scientific literature and factual data, and can perform advanced international comparisons									
	E2_U01	Student can creatively interpret and explain economic and social phenomena and relations between them, using acquired knowledge of economics, finance and management sciences									
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
MSG1_U05					X						
MSG1_U14											X
MSG2_U13					X						
E2_U01					X						
Attitudes	MSG1_K04	Student is ready to think and act in an entrepreneurial manner; adapts to new situations and conditions, undertakes challenges of creative thinking; is resilient to failures; can identify threats and assess the risk of their occurrence;									
	MSG2_K04	Student is ready to think and act in an entrepreneurial manner; adapts to new situations and conditions; undertakes challenges of creative thinking; acquires resilience to failures, assesses risks and threats and finds ways of counteracting their effects									
	E2_K03	Student is ready to think and act in an entrepreneurial manner; adapts to new situations and conditions; undertakes challenges of creative thinking; acquires resilience to failures, can assess risks and threats and find ways of counteracting their effects									
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
MSG1_K04								X			
MSG2_K04								X			

E2_K04								X			
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### Course contents

**1. Ways to success - success stories**  
Genes or science? Can entrepreneurship be learnt?  
Motivation of entrepreneurs (economic incentives)  
Assets of an entrepreneur  
Leadership of an entrepreneur  
An entrepreneur vs. time  
Success factors  
People who should never become big entrepreneurs

**2. Business models**  
A business model  
A typical business model  
An innovative business model  
Formulating a business model  
Typology of innovative business models  
Practical examples of business models  
Frameworks in designing an innovative business model using academic English

**3. Business organization**  
The conceptualization of an idea and product creation  
A production process  
The most common forms of business activity  
The organizational framework and structure of a business  
Assets of an enterprise

**4. Business financing**  
Start-up funds  
The value of money  
Advantages and disadvantages of being a business owner  
Business efficiency analysis

**5. Marketing, distribution and sales**  
What is marketing?  
SWOT Analysis  
Defining the Market Segmentation  
Conducting Marketing Research  
USP - Unique Selling Proposition  
Conducting a Competitive Analysis  
Preparing Pricing and Sales Strategy  
Preparing Promotion Strategy

**6. Small global companies**  
International Business  
Developing an Export Strategy  
Export Decision Scheme  
Born Global Companies  
Import Opportunities

**7. Personnel in business**  
Organizational culture  
Teamwork  
Creativity and intra-entrepreneurship  
Effective motivation  
Use of academic English in HR

**8. How to protect your intellectual property**  
Regulations in intellectual property protection at Polish universities  
Basic concepts related to intellectual property  
Industrial property  
Copyright protection  
Protection of business commercial secrets

### Recommended reading lists

#### Obligatory:

Bygrave, W. D. and A. Zacharakis, eds., *The Portable MBA in Entrepreneurship*, J. Wiley & Sons, 2010

Osterwalder and Pigneur, *Business Model Generation*, Wiley & Sons, 2010

#### Additional:

Kaplan J.M., Warren A. C., *Patterns of Entrepreneurship Management*, Wiley & Sons, 2010



Katz, J.A., & Green, R.P., *Entrepreneurial Small Business (2nd Ed)*. McGraw-Hill, 2010

Contact

[andrzej.poszewiecki@ug.edu.pl](mailto:andrzej.poszewiecki@ug.edu.pl),

\* SS1- undergraduate studies \* SS2 - graduate studies \* SDang - doctoral studies

\*\* MSG - International Economic Relations