

Course title	Theory of Entrepreneurship						ECTS code	04.0.EE.KL.3007				
							ECTS credits	2				
							max. students					
Name of unit administrating study	IHZ	Field of study	Economics			Field of specialisation	NONE;					
Teaching staff	Piotr Zientara, Associate Professor											
Number of hours												
Lectures	12	Classes	0	Tutorials	0	Laboratory	0	Seminars	0	Language classes	0	
Forma aktywności						Year&Type of studies*		1 SPSDang, 2 SPSDang, 3 SPSDang,				
Hours with the participation of the academic teacher (including office hours, exams, others):						Semester:		2, 4, 6,				
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 UG											
Teaching methods	Lectures including multimodal presentations, Case studies,											
Prerequisites (required courses and introductory requirements)												
Required courses	Basic knowledge of economics											
Introductory requirements	It is necessary to have a good command of English and to think independently											
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 is to acquaint students with the theory of entrepreneurship												
Learning outcomes												
Knowledge	E3_W02	The PhD student has advanced knowledge of man as a producer and consumer of goods and services										
	E3_W04	The PhD 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	
E3_W02								X				
E3_W04	X											
Skills	E3_U01	The PhD student is able to observe, characterize, diagnose, evaluate and model in the planned and specialized way chosen aspects of economic and social life										
	E3_U08	The PhD 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
E3_U01										X	
E3_U08								X			
Attitudes	E3_K01	The PhD student is competent to participate in creating new research projects and to determinate new aims of studies									
	E3_K03	The PhD studentIs 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
E3_K01											X
E3_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. and 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

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