

Course title	How to open own profitable business						ECTS code	14.3.EE.FL.3155				
							ECTS credits	3				
							max. students	30				
Name of unit administrating study	KEIE	Field of study	Economics/MSG**		Field of specialisation	NONE;						
Teaching staff	Joanna Kuczevska, PhD											
Number of hours												
Lectures	0	Classes	0	Tutorials	15	Laboratory	0	Seminars	0	Language classes	0	
Forma aktywności						Year&Type of studies*		3 SS1, 1 SS2, 2 SS2,				
Hours with the participation of the academic teacher (including office hours, exams, others):						Semester:		6, 2, 4,				
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	Collaborating, group activities, Case studies, Activating methods in training classes,											
Prerequisites (required courses and introductory requirements)												
Required courses	Microeconomics											
Introductory requirements	Basic knowledge of microeconomics and strategic management											
Assessment method, forms and criteria												
Assessment method	Course completion (graded)											
Assessment criteria	Students are required to prepare the business project (business model) of the new start-up and present it during the last session. Content of the business model:- Creating own business plan using budget of 30kEuro in a chosen city- Creation of marketing campaign based on modern marketing tools - Final results (business model) in a form of presentation											
Course objectives												
Present the business concepts of the own start-up in respect to the international aspects. Creating own business plan using the budget of 30kEuro in a chosen city and creation of marketing campaign based on modern marketing tools.												
Learning outcomes												
Knowledge	E1_W02	Student has got knowledge about the companies competitiveness and processes of its strategic management										
	E1_W07	Student has got knowledge about the law, administrative rules concerning the business start-up project in the international context										
	MSG1_W13	Student knows the general rules of establishing and developing the start-ups in the international context										
	MSG1_W16	Student knows the rules of the international business transactions										
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	X		X	
E1_W07												
MSG1_W13												
MSG1_W16												

Skills	E1_U01	Student is able to observe and explain the economics processes in the context of the small company management
	E1_U06	Student is able to use the economic knowledge to take the business decisions
	MSG1_U11	Student is able to assess the risk of the start-up creation in the international (specially the EU) scale

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	X	X		X
E1_U06											
MSG1_U11											

Attitudes	E1_K02	Student is able to cooperate in the team to be responsible for the different tasks
	E1_K03	Student is able to plan and develop the business model
	E1_K05	Student is able to develop the business model adjusted to the economic, social and political environment requirements
	MSG1_K06	Student is able to act and think in an entrepreneurial way

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_K02							X				X
E1_K03											
E1_K05											
MSG1_K06											

Course contents

- Competitiveness of enterprise:** definition, types, models, environment
- Business strategy and business models:** strategic management process - steps and tools; business models - types; how to build the business model
- The basis of the project management:** definition of scope, integration, log frame, risk and time management
- How to start the small business:** the real case description; students' start up in Amsterdam
- Running the business in the Netherlands:** general rules, law regulations, taxation, access to the external funds
- The role of marketing in the start-up strategic management**
- Influence of A vibrant city** (how important is to choose the proper place for running a business)

Recommended reading lists

- Osterwalder Alexander, Business Model Generation, A Handbook for Visionaries, Game Changers, and Challengers, 2010.
- Steve Blank, Bob Dorf, The Startup Owner's Manual: The Step-By-Step Guide for Building a Great Company, 2012
- A Guide to the Project Management Body of Knowledge (PMBOK® Guide), Sixth Edition, 2017
- Frank T. Rothaermel, Strategic Management, 2011

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

** MSG - International Economic Relations