

<b>Course title</b>		Entrepreneurship						<b>ECTS code</b>		04.0.EM.SL.881		
								<b>ECTS credits</b>		3		
<b>Name of unit administrating study</b>		IHZ		<b>Field of study</b>		MSG**		<b>Field of specialisation</b>		IB;		
<b>Teaching staff</b>		Piotr Zientara, Associate Professor										
<b>Number of hours</b>												
<b>Lectures</b>	30	<b>Classes</b>	0	<b>Tutorials</b>	0	<b>Laboratory</b>	0	<b>Seminars</b>	0	<b>Language classes</b>	0	
<b>Forma aktywności</b>							<b>Year&amp;Type of studies*</b>		3 SS1,			
Hours with the participation of the academic teacher (including office hours, exams, others):							<b>Semester:</b>		6,			
Hours without the participation of the academic teacher (student's self-study, homeworks):							<b>Type of course:</b>		obligatory			
Total number of hours:							0		<b>Language of instruction:</b>		English	
<b>Teaching form</b>		in-class learning UG Wydział Ekonomiczny										
<b>Teaching methods</b>		Collaborating, group activities, Case studies, Lectures including multimodal presentations, Activating methods in training classes, Lectures including multimodal presentations,										
<b>Prerequisites (required courses and introductory requirements)</b>												
<b>Required courses</b>		It is necessary for students to have attended a course in management and macroeconomics.										
<b>Introductory requirements</b>		It is necessary to have a very good command of English and an ability to think independently and to be creative.										
<b>Assessment method, forms and criteria</b>												
<b>Assessment method</b>		Exam										
<b>Assessment criteria</b>		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.										
<b>Course objectives</b>												
The aim of this subject is to familiarize students with the theory and practice of entrepreneurship.												
<b>Learning outcomes</b>												
<b>Knowledge</b>		MSG1_W02	The student has a specialist knowledge of international underpinnings of entrepreneurship									
		MSG1_W06	The student understands the functioning of the modern company in the international context									
<b>Verification of learning outcomes - Knowledge</b>												
<b>Outcomes</b>		written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project
		MSG1_W02	X									
		MSG1_W04	X									
<b>Skills</b>		MSG1_U01	The student analyses and identifies links between businesses and institutions that constitute domestic and international economic environments									
		MSG1_U08	The student is able to analyze people behavior, their motives and consequences for certain economic sphere									
<b>Verification of learning outcomes - Skills</b>												

Outcomes	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project
MSG1_U01	X										
MSG1_U08									X		

Attitudes	MSG1_K01	The student collaborates with others and work in teams
	MSG1_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
MSG1_K01											X
MSG1_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