

Course title		Entrepreneurship						ECTS code		14.3.EM.SL.881	
								ECTS credits		2	
Name of unit administrating study		OTHER		Field of study		MSG**		Field of specialisation		IB;	
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):						48	Semester:		6,		
Hours without the participation of the academic teacher (student's self-study, homeworks):						2	Type of course:		obligatory		
Total number of hours:						50	Language of instruction:		English		
Teaching form		in-class learning UG Wydział Ekonomiczny									
Teaching methods		Collaborating, group activities, Case studies, Lectures including multimodal presentations,									
Prerequisites (required courses and introductory requirements)											
Required courses		It is necessary for students to have attended a course in macroeconomics.									
Introductory requirements		It is necessary to have the ability to think independently and to be creative.									
Assessment method, forms and criteria											
Assessment method		Exam									
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 aim of this subject is to familiarize students with the theory and practice of entrepreneurship.											
Learning outcomes											
Knowledge		MSG1_W01	The student has an advanced knowledge of international underpinnings of entrepreneurship								
		MSG1_W05	The student understands the basic principles of establishing and developing various forms of entrepreneurship								
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_W01	X										
MSG1_W05	X										
Skills		MSG1_U05	The student can use basic regulations and standards which determine entrepreneurship								
		MSG1_U06	The student can identify selected risks related to international entrepreneurship and assess their consequences correctly								
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							X			
MSG1_U06	X							X			
Attitudes	MSG1_K01	The student is ready to think and act in an entrepreneurial manner, in particular undertakes challenges of creative thinking necessary for entrepreneur									
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			
Course contents											
<b>Entrepreneurship: theoretical framework</b>											
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											
<b>Starting a business</b>											
Different types of companies											
Business-to-business (B2B) vs business-to-consumer (B2C)											
The main characteristics of a viable business plan											
<b>Business environment and its role in fostering entrepreneurship</b>											
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											
<b>Entrepreneurship and innovation</b>											
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											
<b>Family businesses</b>											

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

#### **Mandatory literature:**

Scarborough, N. M. (2016). Essentials of entrepreneurship and small business management. Pearson.

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

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

#### **Optional literature:**

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

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