

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 ; Katarzyna Osiecka-Brzeska, 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,			
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 entrepreneurships									
		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									
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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
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

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:

Hömann, 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