

Course title		Entrepreneurship						ECTS code		04.0.EM.SL.881		
								ECTS credits		2		
Name of unit administrating study		IHZ		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, Activating methods in training classes, Lectures including multimodal presentations,										
Prerequisites (required courses and introductory requirements)												
Required courses		It is necessary for students to have attended a course in management and macroeconomics.										
Introductory requirements		It is necessary to have a very good command of English and an 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_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									
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_W02		X										
MSG1_W04		X										
Skills		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									
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_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											
<p>Entrepreneurship: theoretical framework</p> <p>Notion of entrepreneurship (free enterprise) and the entrepreneur</p> <p>Entrepreneur - intrapreneur - manager</p> <p>Corporate entrepreneurship versus individual entrepreneurship</p> <p>A role schema and an event schema</p> <p>Theory of entrepreneurial cognition and social cognitive theory</p> <p>Prevention focus behaviour versus promotion focus behaviour</p> <p>Cognitive styles and entrepreneurship</p> <p>Starting a business</p> <p>Different types of companies</p> <p>Business-to-business (B2B) vs business-to-consumer (B2C)</p> <p>The main characteristics of a viable business plan</p> <p>Business environment and its role in fostering entrepreneurship</p> <p>Main characteristics of the free-market economy (free enterprise) and the centrally-planned system</p> <p>Government intervention in view of entrepreneurial activity</p> <p>Concept of ease of doing business and obstacles to entrepreneurship in different countries</p> <p>Significance of human and social capital for entrepreneurship</p> <p>Entrepreneurship and innovation</p> <p>Notion and implications of a knowledge-based economy</p> <p>Significance of technological progress and its impact on modern economies</p> <p>Nature of the innovation process (collaborative, interactive, exchange of tacit knowledge)</p> <p>Schumpeterian link between entrepreneurship and innovation</p>											

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