UNIVERSITY
OF ECONOMICS AND HUMAN SCIENCES
IN WARSAW

Field of study:

Management

> **Subject: Entrepreneurship**

Level of study: graduate studies
System of study: Full-time
Profile of studies: general academic
Subject: Entrepreneurship

Form of classes and the ECTS points

	Number of hours	ECTS points	Credit
lectures	30		exam
exercises	30		credit with mark
Total	60	7	

Aims of teaching

The goals of the subject are:
- intoduction students with the issues of entrepreneurship, planning, organization, implementation by entrepreneurs;
- discussion of the problem of initiating entrepreneurial attitudes among potential entrepreneurs;
- familiarize students with the process of initial business concept;
- learn the skills in the use of tools supporting the planning process
entrepreneurship;
- learn the practical skills of starting a business in Poland and EU.

Intended learning outcomes

KNOWLEDGE

SYMBOL	DESCRIPTION	REFERENCE TO THE PROFILE OUTCOME
P_W1	Students are able to prolonged knowledge about the essence of entrepreneurship, its role in the economy and conditions that develop attitudes entrepreneurial.	Zarz_WG01_Mgr Zarz_WG02_Mgr
P_W2	Students are able to characterizes business planning in the concept of a small enterprise.	Zarz_WG12_Mgr Zarz_WK03_Mgr Zarz_WK04_Mgr

SKILLS

SYMBOL	DESCRIPTION	REFERENCE TO THE PROFILE OUTCOME
P_U1	Students are able to anticipate the effects of planned activities in various areas company activities as part of the initial concept company's activity.	Zarz_UW04_Mgr Zarz_UK02_Mgr
P_U2	Students can characterize business planning according to the concept of a small enterprise.	Zarz_UW02_Mgr Zarz_UU01_Mgr

SOCIAL COMPETENCES

SYMBOL	DESCRIPTION	REFERENCE TO THE PROFILE OUTCOME
P_K1	Students are able to critically discuss, analyze and solve theoretical and practical problems. Students are able to apply their analytical knowledge in order to solve complex issues. Students are able to communicate complex issues in a convincing way, also able to identify and classify a problems.	Zarz_KO03_Mgr

Course content

NUMBER	DESCRIPTION	FORM OF CLASSES	NUMBER OF HOURS
1	The concept and essence of entrepreneurship. Entrepreneurship in the normative, functional and descriptive approach.	lectures exercises	2 / 4 2 / 4

NUMBER	DESCRIPTION	FORM OF CLASSES	NUMBER OF HOURS
2	Entrepreneur and enterprise. Concepts of the entrepreneur in the theory of economics. Entrepreneur functions. Enterprise as an enterprise - economic, legal and social aspects. Types of enterprises.	lectures exercises	4 / 8 4 / 8
3	Enterprising orientation. Production, marketing and marketing orientation intellectual. Entrepreneurship and innovation. Shaping mechanisms motivational in enterprising people. Education towards entrepreneurship.	lectures exercises	4 / 8 4 / 8
4	Entrepreneurship in local development. Importance of entrepreneurship in local development. The role of local self-governments in stimulating development entrepreneurship.	lectures exercises	2 / 4 2 / 4
5	International Entrepreneurship. Entrepreneurship in the global market. Kinds and forms of international entrepreneurship.	lectures exercises	2 / 4 2 / 4
6	Planning of projects. Idea, market analysis (competition, clients) analysis of own resources, the procedure of starting a business. Business plan as planning tool in an economic organization.	lectures exercises	2 / 4 2 / 4
7	Conditions for the development of entrepreneurship. Economic, legal, environmental psychological and sociological conditions.	lectures exercises	4 / 8 4 / 8
8	Providing resources an d conditions for implementing an entrepreneurial plan. Resources human (competences). Material resources (fixed and movable assets). Resources financial companies, raising funds and donation.	lectures exercises	3 / 6 3 / 6
9	Institutions and forms supporting entrepreneurship. Funding institutions. Advisory and educational institutions. Innovation centers and entrepreneurship. The role of EU funds in supporting entrepreneurship.	lectures exercises	4 / 8 4 / 8
10	Risks and ways to minimize. Types of risk. Classification of factors risk. Perception, evaluation and acceptance of the risk mechanism. Classifications risk factors. Risk management in the enterprise.	lectures exercises	3 / 6 3 / 6

Conditions of completion

LECTURES

TYPE OF CREDIT	CREDIT INFLUENCE (IN %)
Exam (for the lecturers only)	100

EXERCISES

TYPE OF CREDIT	CREDIT INFLUENCE (IN %)
Class work	40
Project	60

Teaching methods

- exercises
- group work
- lectures with discussion
- multimedia presenttions
- lectures accompanied by an analysis of case studies
- group projects
- discussion

Reading (compulsory)

- Jason Allan Scott. The Eventrepreneur 2016
- Sarimah Hanim Aman Shah & Cecilia Soon Teik Lan. Entrepreneurship 2012
- Paul Jarvis. Company of One: Why Staying Small Is the Next Big Thing for Business 2019

Reading (additional)

- Jason Allan Scott. Starting a Business from 0 in the Digital Era 2017
- Eric Ries. The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses 2011
- Carole Davidson. Flying Solo Under 30 A guide to setting up in business for young entrepreneurs 2017

Odniesienie efektów przedmiotowych do efektów kierunkowych, treści kształcenia, metod weryfikacji

SYMBOL	REFERENCE OF A GIVEN OUTCOME TO THE PROFILE OUTCOME	REFERENCE OF A GIVEN OUTCOME TO THE COURSE CONTENT	REFERENCE OF A GIVEN OUTCOME TO THE VERIFICATION METHODS
KNOWLEDGE			
P_W1	Zarz_WG01_Mgr Zarz_WG02_Mgr	1 2 3 5 7	Exam Active class participation
P_W2	Zarz_WG12_Mgr Zarz_WK03_Mgr Zarz_WK04_Mgr	1 3 8 9	Exam
SYMBOL	REFERENCE OF A GIVEN OUTCOME TO THE PROFILE OUTCOME	REFERENCE OF A GIVEN OUTCOME TO THE COURSE CONTENT	REFERENCE OF A GIVEN OUTCOME TO THE VERIFICATION METHODS
SKILLS			
P_U1	Zarz_UW04_Mgr Zarz_UK02_Mgr	3 7 9 10	Group discussion active participation in classes
P_U2	Zarz_UW02_Mgr Zarz_UU01_Mgr	4 6 8	Project prepared in groups
SYMBOL	REFERENCE OF A GIVEN OUTCOME TO THE PROFILE OUTCOME	REFERENCE OF A GIVEN OUTCOME TO THE COURSE CONTENT	REFERENCE OF A GIVEN OUTCOME TO THE VERIFICATION METHODS
SOCIAL COMPETENCES			
P_K1	Zarz_KO03_Mgr	5 7 8 9 10	Active class participation