

Course description Faculty of Management
E. Kwiatkowski University of Business and Administration
in Gdynia academic year 2021/2022

**1. Course information in compliance with the Study Programme of
MANAGEMENT**

Course Name: Entrepreneurship						Course Code: B5			
Type of studies: Bachelor's Full-time / Part-time			Profile of education: PRACTICAL			Specialization scope: all			
Year: I Term: 1			Course /module status: obligatory / basic education			Course / module language: English			
Type of classes	Lectures	Practical classes			Total	consultation	ECTS Credits		
		tutorials	laboratory classes	seminars			Classes with lecturer	Independent work of student	Total
Teaching Hours Full time studies	15	15	15	-	45	5	1,8	1,2	3
including practical classes	-	15	15	-	30	3	1,2	0,8	2
Teaching Hours Part time studies	10	10	10	-	30	3	1,2	1,8	3
including practical classes	-	10	10	-	20	2	0,8	1,2	2
Form of examination	Graded pass / Exam								
Course / module Coordinator	dr Katarzyna Osiecka-Brzeska								
Lecturers	dr Katarzyna Osiecka-Brzeska								
Priority effects of the item specified in the Senate resolution		Z_W04, Z_W07, Z_U04, Z_K04							

2. Lecturer tasks

Course learning objectives:

The course presents classic and contemporary approach to entrepreneurship . Both advantages and disadvantages of particular scientific approaches are presented. This includes their applicability in today's turbulent world. The main content of the course pertains management of an organisation, planning, organising, taking managerial decisions, control, leadership and development of a business. The course helps to recognise and analyse the phenomena of contemporary entrepreneurship, including strategic challenges and actions.

Subject code	Expected learning outcomes	Reference to learning outcomes for the field of Management
Knowledge		
W_01	The student knows and understands the problems of the functioning of entrepreneurs and entrepreneurship. also knows the basic tools used in company management. plans development and entrepreneurial skills.	Z_W04, Z_W07
Skills		
U_01	Students can analyze the attractiveness of a market opportunity for a new business venture using theoretical knowledge and market information.	Z_U04
Social competence		
K_01	Is ready to recognize the importance of knowledge in solving cognitive and practical problems and to consult experts in the event of difficulties in solving the problem on its own.	Z_K04
Topics of particular classes with the number of hours		
<p style="text-align: center;">LECTURES (THEORETICAL CLASSES)</p> <p>1w. Main issues of entrepreneurship. Entrepreneurship in Poland in recent years. Legal forms of entrepreneurship. – 4 h S / 2 h N</p> <p>2w. Enterprise as a form of organisation. Enterprise as a management process. The role and tasks of an entrepreneur.– 2 h S/ 1 h N</p> <p>3w. Processes in modern enterprises. Innovativeness and new forms of entrepreneurship in Poland and in the world. – 4 h S/ 3 h N</p> <p>4w. Fundamental tool of planning and management: business plan 3 h S / 2 h N</p> <p>5w. Strategy, decision making. Long-term and short-term planning – 2 h S/ 2 h N</p> <p style="text-align: center;">TUTORIALS (PRACTICAL CLASSES)</p> <p>1. –Creating an organisation of economic activity. – 6 h S/ 4 h N</p> <p>2 . – Case studies: selected business organisations -4 h S/ 2 h N</p> <p>3 . - Strategy, decision making. Long-term and short-term planning. Controlling. - 3h S / 2 h N</p> <p>4 . – Creating tools of planning and management. Financial plan. 2 h S / 2 h N</p> <p style="text-align: center;">LABORATORY (PRACTICAL CLASSES)</p> <p>1 lab. –Designing of a company's organisation - 6 h S/ 4 h N</p> <p>2 lab. - Business plan. Controlling - 4 h S/ 2 h N</p> <p>3 lab – Enterprising personality – analysis and techniques of enterprising training 3h S / 2 h N</p> <p>4 lab. – Change in an organisation. Designing and implementing a change. 2h S / 2 h N</p>		
	Interactive lecture using multimedia; discussion, presentation and analysis of examples Exercises and laboratories; work in groups - project implementation, presentation of work results, discussion. Designing a business organization.	

Methods of teaching	
Literature	<p><i>The Business Plan Workbook</i> / Colin Barrow, Paul Barrow, Robert Brown London : Kogan Page, 1992</p> <p>R. W. Griffin, <i>Fundamentals of Management</i>, 2015</p>
Optional Literature	<i>Export Marketing of Small and Medium - Sized Enterprises in the South Baltic Region</i> / Hanna Treder, Przemysław Kulawczuk, Gdańsk : Wydawnictwo Uniwersytetu Gdańskiego, 2012 r.

3. Tasks and time of independent student work

Tasks descriptions	Number of hours		ECTS Credits	
	Full-time	Part-time	Full-time	Part-time
The tasks of theoretical	10	15	0,4	0,6
Literature study	1	2	0,4	0,6
Case study analysis	3	4		
Presentation analysis	5	8		
Presentation of video material	1	1		
The tasks shaping practical skills	20	30	0,8	1,2
Implementation and recording of the creation of a sample company	10	20	0,4	0,6
Implementation and recording of the creation of a business plan	6	6		
Implementation and recording of the creation of a financial plan	2	2		
Creation of a management control system in a company	2	2		
TOTAL student workload in hours	30	45	1,2	1,8

4. Methods of verification and documentation of the learning outcomes assessment

Symbol of learning outcomes	Methods of verification and documentation
W_01, W_02	Exam and completion of exercises. Literature analysis. Case study analysis.
U_01	Exam and completion of exercises. The ability to plan, design and create business management tools.

K_01	Entrepreneurial competences. Entrepreneurial personality
	<p>Basic criteria of assessment:</p> <p>The course grade is a module grade consisting of 2 elements: Exercises / laboratories - 40% of the total grade and lecture - 60% of the total grade. Lectures - exam exercises - carrying out specific tasks in groups - the final grade for the exercises is the average of the tasks completed laboratories - company organization project (group work) and Business plan (group work) - final assessment from lab. is an assessment for the company's project and business plan</p>