

**Subject card**

Subject name and code	Entrepreneurship, PG_00129810						
Field of study	International Business						
Date of commencement of studies	October 2024	Academic year of realisation of subject			2025/2026		
Education level	Bachelor's studies	Subject group			Obligatory subject group in the field of study		
Mode of study	full-time studies	Mode of delivery			at the university		
Year of study	2	Language of instruction			Polish English 100%		
Semester of study	4	ECTS credits			2.0		
Learning profile	academic	Assessment form					
Conducting unit	Department of Sustainable Market Processes -> Faculty of Economics -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		dr hab. Piotr Zientara				
	Teachers		dr hab. Piotr Zientara				
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	30.0	0.0	0.0	0.0	0.0	30
	E-learning hours included: 0.0						
	Additional information: Lectures						
Learning activity and number of study hours	Learning activity	Participation in didactic classes included in study plan	Participation in consultation hours		Self-study		SUM
	Number of study hours	30	5.0		15.0		50
Subject objectives	The aim of this subject is to familiarize students with the theory and practice of entrepreneurship						
Learning outcomes	Course outcome	Subject outcome			Method of verification		
	[IBL3_K04] is ready to think and act in an entrepreneurial manner	the student is ready to think and act in an entrepreneurial way			[SK1] oral statement/conversation/discussion [SK4] test/exam - oral or written		
	[IBL3_W07] knows and understands fundamental dilemmas of contemporary world economy; understands the necessity of sustainable development and corporate social responsibility	the student knows and understands the basic dilemmas of the modern world economy; understands the need to introduce sustainable development and corporate social responsibility in the context of entrepreneurship			[SW4] test/exam - oral or written		
	[IBL3_W05] knows and understands basic principles of establishing and developing various forms of entrepreneurship	the student knows and understands the basic principles of establishing and developing various forms of entrepreneurship			[SW4] test/exam - oral or written		
	[IBL3_U05] can identify and evaluate selected risks related to international business	the student is able to identify and assess selected risks associated with international business			[SU4] test/exam - oral or written		
	[IBL3_U04] can use basic regulations and standards which determine business activity	the student is able to apply the basic regulations and standards that determine economic activity			[SU4] test/exam - oral or written		
	[IBL3_W10] knows and understands basic terms and principles of intellectual (industrial) property protection and copyright law	the student knows and understands the basic concepts and principles of protection of intellectual (industrial) property and copyright			[SW4] test/exam - oral or written		

Subject 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	

	<p><b>Family businesses</b></p> <p>Definition and idiosyncrasy of the family firm</p> <p>The concept of socioemotional wealth</p> <p>Advantages and disadvantages associated with family firms</p> <p><b>Business ethics and entrepreneurship</b></p> <p>Conceptualizations and implications of Corporate Social Responsibility</p> <p>Environmental sustainability and entrepreneurship</p>		
Prerequisites and co-requisites	<p><b>A. Formal requirements</b></p> <p>Macroeconomics</p> <p><b>B. Prerequisites</b></p> <p>Fundamental knowledge of business concepts such as accounting, finance; ability to think independently and to be creative.</p>		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	test multiple choice	51.0%	100.0%
Recommended reading	Basic literature	<p>A.1. used during classes</p> <p>Bhide, A.V. (2000) The origin and evolution of new businesses, Oxford: Oxford University Press.</p> <p>A.2. self-study literature</p> <p>Drucker, P. (1985) Innovation and entrepreneurship, New York: HarperCollins Publishers.</p>	
	Supplementary literature	<p>Höhmman, H.-H. and Welter, F. (2005). Trust and entrepreneurship: A West-East perspective.,Cheltenham, U.K.: Edward Elgar.</p> <p>Hofstede, G. (2001). Cultures consequences, comparing values, behaviors, institutions, and organizations across nations, Thousand Oaks, CA: Sage.</p> <p>Wright M. &amp; Vanaelst I. (Eds.), Entrepreneurial teams and new business creation, Cheltenham, U.K.: Edward Elgar.</p>	
	eResources addresses	Adresy na platformie eNauczanie:	
Example issues/ example questions/ tasks being completed	-		
Work placement	Not applicable		

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