

Subject card

Subject name and code	ABC of Entrepreneurship - auditorium classes, PG_00134255						
Field of study	Criminology and Criminal Justice						
Date of commencement of studies	October 2025		Academic year of realisation of subject		2026/2027		
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		English english		
Semester of study	4		ECTS credits		1.0		
Learning profile	academic		Assessment form				
Conducting unit	Department of Economics and Management of Transportation Companies -> Faculty of Economics -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		dr Małgorzata Ławreszuk				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	0.0	20.0	0.0	0.0	0.0	20
	E-learning hours included: 0.0						
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	20		0.0		5.0	25
Subject objectives	Familiarizing students with the basic concepts and principles of entrepreneurship along with introducing inspiring people from business practice.						
Learning outcomes	Course outcome		Subject outcome		Method of verification		
	[CCJL3_KK01] is aware of his/her level of knowledge and skills and understands the need for lifelong learning.		the student consciously manages knowledge and skills		[SK2] presentation/project/paper/report		
	[CCJL3_UU02] is able to independently acquire knowledge, learn and develop his professional skills, using a variety of sources (in the native and foreign language) and modern technologies, as well as appropriately select and apply appropriate methods and tools of criminologist's work		the student is able to indicate and describe examples of entrepreneurship in the economic environment		[SU1] oral statement/conversation/discussion		
	[CCJL3_WG02] Has an enhanced knowledge of facts and concepts and the relationship between selected natural phenomena, social phenomena and in the sphere of the products of human thought, especially in the perspective of legal conditions related to the problems of criminal acts, as well as the etiology and phenemoenology of crime, and on key social and psychological phenomena relevant in the context of the studied direction.		the student has knowledge		[SW1] oral statement/conversation/discussion		

Subject contents	1. Basics of economics and entrepreneurship - the origins of entrepreneurship; the ability to innovate; entrepreneurial characteristics; start-ups; the ability to save; the ability to think creatively, based on economic theories; 2. Entrepreneurship as a personality trait - practical examples of enterprising people from the world of science and business, taking into account the features that emphasize entrepreneurship; preparing school-age students for entrepreneurship; creating an entrepreneurial image 3. Entrepreneurship and cooperation - forms of cooperation; problems in cooperative relationships; selection of contractors; formal patterns of behavior; examples of cooperation 4. Business plan - basics, structure of a business plan; SWOT analysis; competitive position and factors shaping it 5. Examples of brands that have not caught on on the Polish market - case study to highlight errors and find opportunities to improve the competitive position on the market 6. Entrepreneurship and the labor market -basics of the labor market and professional activity; the labor market and economic changes; the labor market and covid 7. Presentation of qualifications on the labor market - shaping tools such as CV, Europass, job interview, presentation of the entrepreneurial side; consequences of one's own business, consequences of the labor market; motivators of entrepreneurship on local markets; good practices of personal finance management 8. Innovation and entrepreneurship types of innovation; the impact of entrepreneurship on innovation; characteristics of entrepreneurship; characteristics of innovation; practical examples of innovation based on entrepreneurship		
Prerequisites and co-requisites	basic knowledge of running a business		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	student activity - active participation in class discussions	51.0%	10.0%
		51.0%	90.0%
Recommended reading	Basic literature	Entrepreneurship, Pasierbek, Wit Editorial team Wach, Krzysztof (1976-) Editorial team Pałka, Ewa (English teacher) Translation Ignatianum Publisher 2022 Krakow	
		Being entrepreneurial and the labor market, Małgorzata Ławreszuk Anna Masłoń-Oracz	
		Warszawa Dom Wydawniczy i Handlowy Elipsa	
	Supplementary literature	the basic literature is sufficient	
	eResources addresses	Adresy na platformie eNauczanie:	
Example issues/ example questions/ tasks being completed			
Work placement	Not applicable		

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