

Subject card

Subject name and code	Basis of Entrepreneurship on International Market, PG_00172237						
Field of study	International Economic Relations						
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	part-time studies		Mode of delivery		at the university		
Year of study	2		Language of instruction		Polish		
Semester of study	4		ECTS credits		2.0		
Learning profile	academic		Assessment form				
Conducting unit	Division of International Trade -> Department of International Business -> Faculty of Economics -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		dr Anna Sperska				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	20.0	0.0	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		7.0		23.0	50
Subject objectives	The aim of the course is to provide structured and in-depth knowledge about the functions and various forms of entrepreneurship. The analyzed case studies will provide practical tips on selected aspects of making decisions while running a business						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[MSG3_W15] has an advanced knowledge of management of an economic entity on the international market; knows and understands strategies and marketing tools used in this management	the student has advanced knowledge of managing a business entity on the international market, knows and understands the strategies and tools used in management	[SW4] test/exam - oral or written [SW1] oral statement/ conversation/discussion
	[MSG3_W17] has an advanced knowledge of financial conditions related to conducting business activity, including the principles of accounting, financial analysis and international settlements	Student has advanced knowledge of financial aspects of a business, including accounting principles, financial analysis and international settlements	[SW4] test/exam - oral or written [SW1] oral statement/ conversation/discussion
	[MSG3_W12] has a well-organised knowledge of the nature, functioning and sources of changes occurring in the structures of economic entities and organisations (in particular those which operate on the international market); understands the causes, course, scale and consequences of these changes	student has structured knowledge about the nature, functioning and reasons of changes taking place in enterprises, understands the causes, course and consequences of these changes	[SW4] test/exam - oral or written [SW1] oral statement/ conversation/discussion
	[MSG3_W05] knows and understands the basic principles of establishing and developing various forms of entrepreneurship	student knows and understands the basic principles of creating and developing various forms of entrepreneurship	[SW4] test/exam - oral or written [SW1] oral statement/ conversation/discussion
	[MSG3_K04] is ready to think and act in an entrepreneurial manner; adapts to new situations and conditions, undertakes challenges of creative thinking; is resilient to failures; can identify threats and assess the risk of their occurrence	student is ready to think and act in an entrepreneurial way; adapts to new situations and conditions, takes up the challenges of creative thinking, is resistant to failure, is able to identify threats and assess the risk of their occurrence	[SK1] oral statement/conversation/ discussion
	[MSG3_K01] is ready to recognise the importance of knowledge in the field of economics in the process of identifying and solving economic problems and to consult experts in case of difficulties in solving them independently	student is ready to recognize the importance of entrepreneurial and solving problems knowledge related to running a business, including seeking experts' support in case of difficulties in solving problems on their own	[SK1] oral statement/conversation/ discussion
	[MSG3_U05] can use basic regulations and standards which determine business activity, as well as accounting principles in order to solve specific tasks related to the activity of enterprises	student is able to use basic regulations and standards influencing business activity in order to solve a specific task in the field entrepreneurship	[SU1] oral statement/conversation/ discussion
	[MSG3_W13] has a well-structured knowledge of the functioning of business entities in the national and international environment, with particular emphasis on the European Union	student has structured knowledge about the functioning of enterprises in the international environment, with particular emphasis on the European Union	[SW4] test/exam - oral or written [SW1] oral statement/ conversation/discussion
	[MSG3_W04] has an advanced knowledge of different types and essential elements of the structures of economic entities and organisations, and public institutions	the student has advanced knowledge about various types and important elements of enterprises	[SW4] test/exam - oral or written [SW1] oral statement/ conversation/discussion
	[MSG3_U03] can identify and analyse relations between economic entities and public institutions in the national and international environment; using the acquired theoretical knowledge can critically evaluate these relations and indicate directions for their further development or changes	student is able to identify and analyze connections between enterprises and public institutions that constitute the international environment, can propose directions of development or changes in the enterprise on the international market	[SU1] oral statement/conversation/ discussion
	[MSG3_K03] participates in the preparation of economic and social projects; can reconcile legal, economic, ecological, political and social requirements	the student is ready to participate in business projects planning and is able to reconcile legal, economic, ecological, political and social requirements	[SK1] oral statement/conversation/ discussion

Subject contents	1.Introduction to entrepreneurship: - entrepreneurship as an element of the triad "entrepreneurship - entrepreneur - enterprise" - basic functions of entrepreneurship - individual entrepreneurship and macro-entrepreneurship - entrepreneurship as an imperative for changes in the enterprise - economic and institutional conditions for the development of entrepreneurship - definitions of an entrepreneur - entrepreneur and manager - characteristics of a person with an entrepreneurial attitude - assessment of one's own skills - the enterprise and its features2. The path to your own company: - enterprise life cycle - sources of ideas for starting your own business - factors conducive to starting your own business - resources necessary to create your own company - preparation of a strategic and operational plan - selection of the target market and location of the company3. Formal and legal aspects of starting and running a business: - legal forms of running an enterprise - business registration - taxes and social security - hiring employees - accounting - basic aspects (what forms of accounting are used)4. Basic strategic issues related to running a business: - vision and mission of the company - strategic objectives - market analysis - selection of a competitive strategy - including the use of a map of strategic groups and KPIs - target markets and target customer segments5. Business plan: - business plan concept - business plan functions - business plan structure - basic indicators and attachments6. Financial planning when starting and running a business: - necessary material resources - Human resources - financial resources - estimated results of the planned activity - estimated cash flow statement - sources of financial resources7. Internationalization - basic issues: - the essence of internationalization and globalization - motives for starting a business on an international scale - factors facilitating and hindering internationalization - forms of internationalization8. An enterprise in crisis and in the processes of change: - crisis situations in the enterprise - crisis management - company restructuring - downsizing, outsourcing - bankruptcy and liquidation - sale of the enterprise - not only in a crisis situation9. Contemporary challenges for enterprises: - agility and flexibility - innovation - digitization - VUCA - turquoise organizations - other challenges of the modern world		
Prerequisites and co-requisites	None		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	Activity points	0.0%	10.0%
	Exam	51.0%	90.0%
Recommended reading	Basic literature	1. Bednarz J., Gostomski E., Działalność małych i średnich przedsiębiorstw na rynkach zagranicznych, Wydawnictwo Uniwersytetu Gdańskiego, Gdańsk 2009. 2. Wach K., Własny biznes w Unii Europejskiej, Wydawnictwo Uniwersytetu Ekonomicznego w Krakowie, Kraków 2008. 3. Piecuch T., Przedsiębiorczość. Podstawy teoretyczne, C.H.Beck, Warszawa 2013. 4. Gryko J.M., Kluzek M., Kubiak J., Nowaczyk T., Planowanie finansowe w przedsiębiorstwie, Wydawnictwo Uniwersytetu Ekonomicznego w Poznaniu, Poznań 2020. 5. Acs J.Z., Audretsch D.B., Handbook of Entrepreneurship Research, Springer-Verlag New York Inc., NY 2011. 6. Henry A., Understanding Strategic Management, Wydawnictwo Oxford University Press, Oxford, 2021.	
	Supplementary literature	1. Targalski J., Francik A., Przedsiębiorczość i zarządzanie firmą, C. H.Beck, Warszawa 2009. 2. Ekonomika przedsiębiorstw, red. J. Engelharda, Multi-Press, Warszawa 2011.	
	eResources addresses	Adresy na platformie eNauczanie:	
Example issues/ example questions/ tasks being completed			
Work placement	Not applicable		

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