

Subject card

Subject name and code	Entrepreneurship, PG_00173351						
Field of study	International Business						
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		Polish		
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						
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						
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_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_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_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_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_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_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	Entrepreneurship: theoretical framework
	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
	Starting a business
	Different types of companies
	Business-to-business (B2B) vs business-to-consumer (B2C)
	The main characteristics of a viable business plan
	Business environment and its role in fostering entrepreneurship
	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
	Entrepreneurship and innovation
	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

	Family businesses Definition and idiosyncrasy of the family firm The concept of socioemotional wealth Advantages and disadvantages associated with family firms Business ethics and entrepreneurship Conceptualizations and implications of Corporate Social Responsibility Environmental sustainability and entrepreneurship During classes, students work on projects and assignments, which they discuss individually during open hours/consultations.								
Prerequisites and co-requisites	A. Formal requirements Macroeconomics B. Prerequisites Fundamental knowledge of business concepts such as accounting, finance; ability to think independently and to be creative.								
Assessment methods and criteria	<table><tr><td>Subject passing criteria</td><td>Passing threshold</td><td>Percentage of the final grade</td></tr><tr><td>test multiple choice</td><td>51.0%</td><td>100.0%</td></tr></table>	Subject passing criteria	Passing threshold	Percentage of the final grade	test multiple choice	51.0%	100.0%		
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Recommended reading	Basic literature	A.1. used during classes Bhide, A.V. (2000) The origin and evolution of new businesses, Oxford: Oxford University Press. A.2. self-study literature Drucker, P. (1985) Innovation and entrepreneurship, New York: HarperCollins Publishers.							
	Supplementary literature	Höhmman, H.-H. and Welter, F. (2005). Trust and entrepreneurship: A West-East perspective.,Cheltenham, U.K.: Edward Elgar. Hofstede, G. (2001). Cultures consequences, comparing values, behaviors, institutions, and organizations across nations, Thousand Oaks, CA: Sage. Wright M. & Vanaelst I. (Eds.), Entrepreneurial teams and new business creation, Cheltenham, U.K.: Edward Elgar.							

	eResources addresses	Adresy na platformie eNauczanie:
Example issues/ example questions/ tasks being completed	-	
Work placement	Not applicable	

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