

Subject card

Subject name and code	Green Business Venturing, PG_00202524						
Field of study	Economics, International Economic Relations, International Business, Logistics and Mobility						
Date of commencement of studies	October 2025		Academic year of realisation of subject		2026/2027		
Education level	Master's studies		Subject group		Obligatory subject group in the field of study Optional subject group		
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		5.0		
Learning profile	academic		Assessment form		credit		
Conducting unit							
Name and surname of lecturer (lecturers)	Subject supervisor		dr hab. Przemysław Kulawczuk				
	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		0.0		95.0	125
Subject objectives	The main goal of the Green Business Venturing course is to develop a spirit of innovation in identifying good business opportunities in the green business space, building skills to capitalize on these opportunities and transform them into working business models, and ultimately, how to defend developed business models against venture capitalists. Furthermore, participants will gain essential knowledge about green business, new lifestyles, and how to join the mainstream of next-generation development.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[IBMU2_K03] is ready to think and act in an entrepreneurial manner; adapts to new situations and conditions; undertakes challenges of creative thinking; acquires resilience to failures; assesses risks and threats and finds ways of counteracting their effects	By designing and testing business models for green enterprises, the student demonstrates a willingness to think and act in an entrepreneurial and initiative-oriented manner.	[SK1] oral statement/conversation/discussion [SK2] presentation/project/paper/report
	[EKONMU2_K04] is ready to think and act in an entrepreneurial manner; adapts to new situations and conditions; undertakes challenges of creative thinking; acquires resilience to failures; can assess risks and threats and find ways of counteracting their effects	By designing and testing business models for green enterprises, the student demonstrates a willingness to think and act in an entrepreneurial and initiative-oriented manner.	[SK1] oral statement/conversation/discussion [SK2] presentation/project/paper/report
	[MSG3_K06] is ready to be guided in his/her professional life by business ethics and corporate social responsibility, to respect others and to be loyal to his/her employer	By designing and testing business models for green enterprises, the student demonstrates a willingness to think and act in an entrepreneurial and initiative-oriented manner.	[SK1] oral statement/conversation/discussion [SK2] presentation/project/paper/report
	[MSG3_U04] uses the acquired theoretical knowledge in economics to analyse and evaluate the operation of economic entities on the international market, with particular emphasis on the European Union market	By designing and testing business models for green enterprises, the student uses his/her theoretical knowledge in the field of economics to analyze and evaluate the functioning of economic entities on the market.	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report [SU5] implementation of a problem task
	[IBL3_K04] is ready to think and act in an entrepreneurial manner	By designing and testing business models for green enterprises, the student is ready to think and act in an entrepreneurial manner.	[SK1] oral statement/conversation/discussion [SK2] presentation/project/paper/report
	[IBL3_W05] knows and understands basic principles of establishing and developing various forms of entrepreneurship	By designing and testing business models of green enterprises, the student knows and understands the basic principles of establishing and developing various forms of entrepreneurship.	[SW1] oral statement/conversation/discussion [SW2] presentation/project/paper/report [SW5] implementation of a problem task
	[EKONMU2_U07] can independently propose solutions to complex economic or social problems, select methods of analysis and conduct conclusive procedures in this respect	By designing and testing business models of green enterprises, the student is able to independently propose solutions to a complex problem in green business design.	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report [SU5] implementation of a problem task
	[EKONL3_U09] is able to prepare written work, in Polish and in a foreign language, on specific economic and social issues, using specialist terminology, theoretical and methodological approaches, principles of collecting data from various sources, their description and interpretation, making inferences based on scientific literature and factual data, and making international comparisons	By designing and testing business models of green enterprises, the student acquires structured knowledge of the functioning of business entities in the national and international environment.	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report [SU5] implementation of a problem task
	[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	By designing and testing business models of green enterprises, the student acquires structured knowledge of the functioning of business entities in the national and international environment.	[SW1] oral statement/conversation/discussion [SW2] presentation/project/paper/report [SW5] implementation of a problem task
	[LMMU2_U07] can independently propose solutions to complex logistics and mobility problems, select methods of analysis and conduct conclusive procedures in this respect	By designing and testing business models for green enterprises, the student is able to independently propose solutions to complex problems in the field of logistics and mobility.	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report [SU5] implementation of a problem task
	[IBMU2_W08] knows in depth selected areas of the functioning of a modern enterprise in the international environment; understands the conditions, principles and consequences of decisions taken in modern enterprise's structures dealing on the international market	By designing and testing business models of green enterprises, the student gains in-depth knowledge of selected areas of operation of a modern enterprise in an international environment.	[SW1] oral statement/conversation/discussion [SW2] presentation/project/paper/report [SW5] implementation of a problem task

Course outcome	Subject outcome	Method of verification
[EKONL3_K04] is willing to think and act in an entrepreneurial manner; adapts to new situations and conditions, takes on the challenges of creative thinking, is resilient in the face of failure, is able to identify risks and assess the risks of failure	By designing and testing business models for green enterprises, the student demonstrates a willingness to think and act in an entrepreneurial manner.	[SK1] oral statement/conversation/discussion [SK2] presentation/project/paper/report
[MSGMU2_U14] has a thorough ability to prepare specialist oral presentations on economic and social issues, using specialist theoretical approaches, the principles of collecting data from various sources, their description and interpretation, and drawing conclusions on the basis of scientific literature; can prepare and lead a debate	By designing and testing business models of green enterprises, the student is able to independently propose solutions to a complex problem in green business design.	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report [SU5] implementation of a problem task
[IBMU2_U03] can accurately select and use sources of information on international business, evaluate, critically analyse and creatively interpret them, and can present them in an innovative way	By designing and testing business models for green enterprises, the student is able to accurately select and use sources of information about international business, evaluate them and critically analyze them.	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report [SU5] implementation of a problem task
[EKONMU2_W11] knows the detailed principles of establishing and developing forms of individual entrepreneurship, using the knowledge of economics, finance and management sciences	By designing and testing business models of green enterprises, the student knows the detailed principles of creating and developing forms of individual entrepreneurship.	[SW1] oral statement/conversation/discussion [SW2] presentation/project/paper/report [SW5] implementation of a problem task
[LMMU2_K04] is ready to think and act in an entrepreneurial manner; adapts to new situations and conditions; undertakes challenges of creative thinking; acquires resilience to failures; can assess risks and threats and find ways of counteracting their effects	By designing and testing business models for green enterprises, the student demonstrates a willingness to think and act in an entrepreneurial and initiative-oriented manner.	[SK1] oral statement/conversation/discussion [SK2] presentation/project/paper/report
[LMMU2_W02] has a knowledge of various types of economic entities and organisations, which require logistics support or provide logistics services as well as an extended knowledge of public institutions	By designing and testing business models of green enterprises, the student gains knowledge of various types of economic entities and organizations in the area of logistics and mobility.	[SW1] oral statement/conversation/discussion [SW2] presentation/project/paper/report [SW5] implementation of a problem task
[IBL3_U04] can use basic regulations and standards which determine business activity	By designing and testing business models of green enterprises, the student is able to apply basic regulations and standards that determine economic activity in the area of the green economy.	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report [SU5] implementation of a problem task
[MSGMU2_K04] is ready to think and act in an entrepreneurial manner; adapts to new situations and conditions; undertakes challenges of creative thinking; acquires resilience to failures; assesses risks and threats and finds ways of counteracting their effects	By designing and testing business models for green enterprises, the student demonstrates a willingness to think and act in an entrepreneurial and initiative-oriented manner.	[SK1] oral statement/conversation/discussion [SK2] presentation/project/paper/report
[MSGMU2_W11] has a theoretically grounded, in-depth knowledge of the key issues of managing a business entity on the national and international market and of selected detailed issues of the international supply chain	By designing and testing business models of green enterprises, the student gains theoretically based, in-depth knowledge of key issues in the field of managing a business entity on the domestic and international market.	[SW1] oral statement/conversation/discussion [SW2] presentation/project/paper/report [SW5] implementation of a problem task
[EKONL3_W11] knows the general principles for the creation and development of forms of individual entrepreneurship, using knowledge of economics, finance and management sciences	The student, designing and testing business models of green enterprises, [10419] [EKONL3_W11] knows the principles of creating and developing forms of individual entrepreneurship in the area of green economy.	[SW1] oral statement/conversation/discussion [SW2] presentation/project/paper/report [SW5] implementation of a problem task

Subject contents	1. Green and Healthy Living and New Lifestyles - Lecture and Interactive Group Discussion 2. New Needs and Cultural Patterns that Can Be Used in Green Business - Lecture and Interactive Group Discussion 3. Definition of Green Business: Presentation of Solutions Used in Various Countries and Group Discussion 4. Business Knowledge and Know-How: How to Learn Them? Knowledge and Skills in Green Industries. Choosing a Thematic Approach to Group Projects 5. Developing Creative Ideas for New Green Ventures. Introductory Lecture and Group Project Work 6. Planning New Green Ventures - Applying Osterwalder's Business Model - Introductory Lecture and Group Project Work 7. Marketing Green Businesses. Introductory Lecture and Group Project Work 8. Building Customer Relationships for Green Products and Services. Introductory Lecture and Group Project Work 9. Financing Green Ventures. Introductory Lecture and Group Project Work 10. International Green Business. Introductory lecture and group project work 11. Strategies for expanding small businesses into new markets. Introductory lecture and group project work 12-15. Group presentations on green business models and defending against virtual venture investors								
Prerequisites and co-requisites									
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>50% for activity during classes, 50% for quality and innovation of presentations</td><td>51.0%</td><td>100.0%</td></tr></table>	Subject passing criteria	Passing threshold	Percentage of the final grade	50% for activity during classes, 50% for quality and innovation of presentations	51.0%	100.0%		
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Recommended reading	<table><tr><td>Basic literature</td><td>1. Dean A. Shepherd, Michael P. Peters, Robert D. Hisrich, Entrepreneurship, Irwin Professional, 2007 2. Masters business models projects in green business, Faculty of Economics 2013-2017 3. How to set up your own small business, American Institute of Small Business, 1991 4. Cardullo M. Technological Entrepreneurism, Research Studies Press, 1999 5. Enabling local green growth. Addressing Climate Change Effects on Employment and Local Development, OECD Paris 2012</td></tr><tr><td>Supplementary literature</td><td>Electronic publications delivered by the lecturer</td></tr><tr><td>eResources addresses</td><td></td></tr></table>	Basic literature	1. Dean A. Shepherd, Michael P. Peters, Robert D. Hisrich, Entrepreneurship, Irwin Professional, 2007 2. Masters business models projects in green business, Faculty of Economics 2013-2017 3. How to set up your own small business, American Institute of Small Business, 1991 4. Cardullo M. Technological Entrepreneurism, Research Studies Press, 1999 5. Enabling local green growth. Addressing Climate Change Effects on Employment and Local Development, OECD Paris 2012	Supplementary literature	Electronic publications delivered by the lecturer	eResources addresses			
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Example issues/ example questions/ tasks being completed	Matching the values of an eco-friendly lifestyle to green business proposals Using problem inventory analysis to modify a green business product Brainstorming to solve environmental pollution problems in the municipality/motivating young people to eat fish, etc. Developing a green business model in small teams Defending a green business proposal to a group of potential investors								
Work placement	Not applicable								

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