

STUDY MODULE DESCRIPTION FORM		
Name of the module/subject Principles of Entrepreneurship		Code 1010615231010610472
Field of study Transport	Profile of study (general academic, practical) (brak)	Year /Semester 2 / 3
Elective path/specialty Road Transport	Subject offered in: Polish	Course (compulsory, elective) obligatory
Cycle of study: Second-cycle studies	Form of study (full-time, part-time) part-time	
No. of hours Lecture: 14 Classes: 10 Laboratory: - Project/seminars: -		No. of credits 3
Status of the course in the study program (Basic, major, other) (brak)		(university-wide, from another field) (brak)
Education areas and fields of science and art technical sciences Technical sciences		ECTS distribution (number and %) 3 100% 3 100%
Responsible for subject / lecturer: Hanna Sawicka, Ph.D. email: hanna.sawicka@put.poznan.pl tel. +48 61 665 22 49 Faculty of Working Machines and Transportation ul. Piotrowo 3, 60-965 Poznań		
Prerequisites in terms of knowledge, skills and social competencies:		
1	Knowledge	Student has basic knowledge concerning operations of business units and management. Student can define and understand the principles of marketing, finance, operations management, organizational behavior, human resource management
2	Skills	Student understand basic notions used in market and business analysis. Student can evaluate competitive position of a business unit
3	Social competencies	Student understands social and economic role of entrepreneurs
Assumptions and objectives of the course: Presenting to students the idea of entrepreneurship and its features. Describing the rules of building and enhancing entrepreneurship.		
Study outcomes and reference to the educational results for a field of study		
Knowledge:		
1. Knows the concept of entrepreneurship, the nature and interpretation of the term - [K2A_W22] 2. Knows the concept of marketing mix, the principles of marketing mix in transportation - [K2A_W22] 3. Knows the nature and basis for carrying out the analysis process - [K2A_W20] 4. Knows the specific shape of entrepreneurship and leadership in organizations - [K2A_W20] 5. Knows the nature and basis for the negotiations - [K2A_W22] 6. Knows the basics of professional conduct and the nature of the presentation of the CV and cover letter - [K2A_W20] 7. Knows the nature and the basics of creating a business plan - [K2A_W22]		
Skills:		
1. Can point out various examples of prominent individuals in the history of entrepreneurship - [K2A_U05] 2. Can interpret marketing mix in transportation - [K2A_U05] 3. Can conduct an analysis of the process in the transport company - [K2A_U05] 4. Can interpret different styles of negotiation and negotiate for the selected situation - [K2A_U05] 5. Can prepare and present a short presentation of verbal and multimedia tasks dedicated to specific subjects of engineering - [K2A_U05] 6. Can create a resume and cover letter (in particular malaise for this job in the shipping company). - [K2A_U05] 7. Can create a business plan for a transportation company - [K2A_U05]		

Social competencies:
1. Is aware of the importance of entrepreneurship in particular transport companies - [K2A_K03]
2. Can think and act in an entrepreneurial manner, make decisions, work for the development of the employer and society - [K2A_K04]
3. Able to interact and work in a group, respectively, argue and resolve conflict situations - [K2A_K05]
4. Is aware of the various opportunities to use their intellectual potential in the transport market - [K2A_K07]
5. Demonstrates a willingness to take the initiative of doing business, can independently develop their knowledge in the field of entrepreneurship - [K2A_K07]

Assessment methods of study outcomes
Final test exam, including the following issues: knowledge of basic information on entrepreneurship, the specifics of the marketing mix in the transportation company, process analysis, the nature and purpose of negotiating; verify the practical use of knowledge in conducting professional presentations, constructing resume and cover letter, and create a business plan.

Course description
1. The definition of the basic concepts of entrepreneurship; entrepreneurship - definition and essence, the main character in the history of entrepreneurship.
2. Marketing Mix; its essence and the basic components; specific marketing mix in the transportation company; prepare a marketing plan for a specific company - a case study.
3. Process Analysis; essence and purpose of conducting process analysis, principal components of the process analysis, analysis and reconstruction of the selected service process / production - a case study.
4. Leadership in the organization; understanding of group work, regardless of personal attributes and abilities of the individual; analysis of typical behaviors and roles occurring in the group; indication of the impact of the leader (the person with the characteristics of leadership) to the group; make an individual assessment of their characteristics in terms of leadership; psychological tests.
5. Art of negotiation; essence and purpose of the negotiation; basic forms of negotiation; essential steps preceding negotiations; characterization and analysis of various scenarios of the negotiations; summary and conclusions of the negotiations; practical application of knowledge - conducting negotiations - a case study.
6. Professional presentations; the basic elements of professional presentations; preparing the presentation and conclusions; practical application of knowledge - conducting professional presentations; principles of CV and covering letter.
7. Business Plan; essence and purpose of the business plan; basic components of a business plan; creating a business plan for a transportation company.

Basic bibliography:
1. W. Bygrave, A. Zacharakis A: Entrepreneurship, John Wiley and Sons, New York, 2011
2. P. Drucker : Innovation and Entrepreneurship, Harper and Row, New York, 2006
3. E. Filar, J. Skrzypek - Biznes Plan, Poltex, Warszawa, 1996
4. P. Kotler, G. Armstrong - Principles of Marketing, Prentice Hall, Englewood Cliffs, 1994
5. J. Stoner, E. Freeman, D. Gilbert - Management, Prentice Hall, Englewood Cliffs, 1995

Additional bibliography:
1. L. R. Bittel - Krótki kurs zarządzania, PWN / McGraw - Hill Book Company Europe, Warszawa - Londyn, 1994
2. . H. Raiffa - The art and science of negotiation. Harvard University Press, Cambridge, 1982
3. S.P. Robbins, T. A. Judge: Essentials of organizational behavior, Prentice Hall, 2009
4. E. Sasser, C. Hort, J. Heskett - The Service Management Course. Cases and Readings, Free Press, New York, 1991

Result of average student's workload

Activity	Time (working hours)
1. Lectures	14
2. Classes	10
3. Self-academic	20
4. Learning of classes content	24

Student's workload

Source of workload	hours	ECTS
Total workload	68	3
Contact hours	24	1
Practical activities	10	1