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Social competencies:

1)

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

-Active participation in class discussions and case studies; Business Plan presentation. -Final test exam.

Course description

Introduction to enterpreneurship: Definition of basic concepts of entrepreneurship, entrepreneurship? definition and

essence, the main figures in the history of entrepreneurship, successful companies such as McDonalds, GM, Ford, Raben Marketing Mix ; reminder essence and the basic components of the marketing mix ; specific marketing mix in the 2) transport department, preparing a marketing plan for a specific company ? case study. Analysis of the process, the essence and the purpose of carrying out the analysis process, the basic components 3) of the analysis process , analysis and reconstruction of the selected service process / production ? case study. Leadership in the organization, understand the nature of group work , regardless of their individual aptitudes and abilities of the individual; analysis of typical behavior and roles occurring in the group , indicating the impact of the leader (the person of leader) to the group, to make an individual assessment of their characteristics in terms of leadership, test psychological. Art of negotiation, the essence and purpose of the negotiations, the basic form of the negotiations, crucial steps in the pre- negotiation, characterize and analyze different scenarios of the negotiations, the summary and conclusions of the negotiations, the practical use of knowledge? the negotiation? case study. Professional presentations, the basic elements of professional presentation, prepare a presentation, the conduct 6) and conclusions, the practical use of knowledge? conduct professional presentations, the essence resume and cover letter, job interview . 7) Business Plan, the essence and purpose of the business plan, the basic components of a business plan, creating a business plan for a transport company . Establishing companies, the essence and purpose of the functioning of the company, different types of companies 8) , their characteristics and the launch of his own company, the formation of a partnership, joint stock company with limited liability. Practical verification of entrepreneurship - a management game 9) **Basic bibliography:** 1. W. Bygrave, A. Zacharakis A: Entrepreneurship, John Wiley & Sons, New York, 2011 2. P. Drucker : Innovation and Entrepreneurship, Harper & 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 Time (working Activity hours) 1. Lectures 30 15 2. Classes 3. Home work 15 Student's workload Source of workload ECTS hours 2 61 Total workload

Contact hours	45	1
Practical activities	16	1