

<b>STUDY MODULE DESCRIPTION FORM</b>		
Name of the module/subject <b>Principles of Entrepreneurship</b>		Code <b>1010612231010610472</b>
Field of study <b>Transport</b>	Profile of study (general academic, practical) <b>(brak)</b>	Year /Semester <b>2 / 3</b>
Elective path/specialty <b>Road Transport</b>	Subject offered in: <b>Polish</b>	Course (compulsory, elective) <b>obligatory</b>
Cycle of study: <b>Second-cycle studies</b>	Form of study (full-time, part-time) <b>full-time</b>	
No. of hours Lecture: <b>2</b> Classes: <b>1</b> Laboratory: <b>-</b> Project/seminars: <b>-</b>		No. of credits <b>2</b>
Status of the course in the study program (Basic, major, other) <b>(brak)</b>		(university-wide, from another field) <b>(brak)</b>
Education areas and fields of science and art <b>technical sciences</b> <b>Technical sciences</b>		ECTS distribution (number and %) <b>100 2%</b> <b>100 2%</b>
<b>Responsible for subject / lecturer:</b> dr hab. inż. Jacek Żak, prof. PP email: jacek.zak@put.poznan.pl tel. 61 665 22 30 Faculty of Working Machines and Transportation ul. Piotrowo 3, 60-965 Poznań		<b>Responsible for subject / lecturer:</b> Dr inż Hanna Sawicka email: hanna.sawicka@put.poznan.pl tel. 61 665 22 49 Faculty of Working Machines and Transportation ul. Piotrowo 3 60-965 Poznań
<b>Prerequisites in terms of knowledge, skills and social competencies:</b>		
1	<b>Knowledge</b>	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	<b>Skills</b>	Student understand basic notions used in market and business analysis. Student can evaluate competitive position of a business unit
3	<b>Social competencies</b>	Student understands social and economic role of entrepreneurs
<b>Assumptions and objectives of the course:</b> Presenting to students the idea of entrepreneurship and its features. Describing the rules of building and enhancing entrepreneurship.		
<b>Study outcomes and reference to the educational results for a field of study</b>		
<b>Knowledge:</b>		
1. Has a basic knowledge of the organization and management of transport systems - [K2A_W20]		
2. Knows the concept of entrepreneurship, the nature and interpretation of the term - [K2A_W22]		
3. Knows the specific shape of entrepreneurship and leadership in organizations - [K2A_W20]		
4. Knows the nature and basis for the negotiations - [K2A_W22]		
5. Knows the basics of professional conduct and the nature of the presentation of the CV and cover letter - [K2A_W20]		
6. Knows the nature and the basics of creating a business plan - [K2A_W22]		
7. Knows the nature and basis for carrying out the analysis process - [K2A_W20]		
8. Knows the basic forms of setting companies; know the components necessary to run your own business - [K2A_W22]		
<b>Skills:</b>		

<ol style="list-style-type: none"> <li>1. Can point out various examples of prominent individuals in the history of entrepreneurship - [K2A_U05]</li> <li>2. Can interpret different styles of negotiation and negotiate for the selected situation - [K2A_U05]</li> <li>3. Can prepare and present a short presentation of verbal and multimedia tasks dedicated to specific subjects of engineering - [K2A_U05]</li> <li>4. Can conduct an analysis of the process in the transport company - [K2A_U05]</li> <li>5. Can create a resume and cover letter (in particular malaise for this job in the shipping company). - [K2A_U05]</li> <li>6. Can create a business plan for a transport company, able to point out the elements necessary to establish a company - [K2A_U05]</li> </ol>
<p><b>Social competencies:</b></p> <ol style="list-style-type: none"> <li>1. Is aware of the importance of entrepreneurship in particular transport companies - [K2A_K03]</li> <li>2. Can think and act in an entrepreneurial manner, make decisions, work for the development of the employer and society - [K2A_K04]</li> <li>3. Able to interact and work in a group, respectively, argue and resolve conflict situations - [K2A_K05]</li> <li>4. Is aware of the various opportunities to use their intellectual potential in the transport market - [K2A_K07]</li> <li>5. Demonstrates a willingness to take the initiative of doing business, can independently develop their knowledge in the field of entrepreneurship - [K2A_K07]</li> </ol>

<b>Assessment methods of study outcomes</b>	
<p>-Active participation in class discussions and case studies; Business Plan presentation.                      -Final test exam.</p>	
<b>Course description</b>	
<ol style="list-style-type: none"> <li>1) Introduction to entrepreneurship: 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 .</li> <li>2) Marketing Mix ; reminder essence and the basic components of the marketing mix ; specific marketing mix in the transport department , preparing a marketing plan for a specific company ? case study.</li> <li>3) Analysis of the process , the essence and the purpose of carrying out the analysis process , the basic components of the analysis process , analysis and reconstruction of the selected service process / production ? case study.</li> <li>4) 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 .</li> <li>5) 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.</li> <li>6) Professional presentations , the basic elements of professional presentation , prepare a presentation , the conduct and conclusions , the practical use of knowledge? conduct professional presentations , the essence resume and cover letter , job interview .</li> <li>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 .</li> <li>8) Establishing companies , the essence and purpose of the functioning of the company , different types of companies , their characteristics and the launch of his own company , the formation of a partnership, joint stock company with limited liability .</li> <li>9) Practical verification of entrepreneurship - a management game</li> </ol>	
<b>Basic bibliography:</b>	
<ol style="list-style-type: none"> <li>1. W. Bygrave, A. Zacharakis A: Entrepreneurship, John Wiley &amp; Sons, New York, 2011</li> <li>2. P. Drucker : Innovation and Entrepreneurship, Harper &amp; Row, New York, 2006</li> <li>3. E. Filar, J. Skrzypek - Biznes Plan, Poltex, Warszawa, 1996</li> <li>4. P. Kotler, G. Armstrong - Principles of Marketing, Prentice Hall, Englewood Cliffs, 1994</li> <li>5. J. Stoner, E. Freeman, D. Gilbert - Management, Prentice Hall, Englewood Cliffs, 1995</li> </ol>	
<b>Additional bibliography:</b>	
<ol style="list-style-type: none"> <li>1. L. R. Bittel - Krótki kurs zarządzania, PWN / McGraw - Hill Book Company Europe, Warszawa - Londyn, 1994</li> <li>2. . H. Raiffa - The art and science of negotiation. Harvard University Press, Cambridge, 1982</li> <li>3. S.P. Robbins, T. A. Judge: Essentials of organizational behavior, Prentice Hall, 2009</li> <li>4. E. Sasser, C. Hort, J. Heskett - The Service Management Course. Cases and Readings, Free Press, New York, 1991</li> </ol>	
<b>Result of average student's workload</b>	
Activity	Time (working hours)

1. Lectures	30	
2. Classes	15	
3. Home work	15	
<b>Student's workload</b>		
<b>Source of workload</b>	<b>hours</b>	<b>ECTS</b>
Total workload	60	2
Contact hours	45	1
Practical activities	16	1