

STUDY MODULE DESCRIPTION FORM		
Name of the module/subject Principles of Entrepreneurship		Code 1010612231010610472
Field of study Transport	Profile of study (general academic, practical) (brak)	Year /Semester 2 / 3
Elective path/specialty Food Industry Machines and Refrigeration	Subject offered in: Polish	Course (compulsory, elective) obligatory
Cycle of study: Second-cycle studies	Form of study (full-time, part-time) full-time	
No. of hours Lecture: 2 Classes: 1 Laboratory: - Project/seminars: -		No. of credits 2
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		ECTS distribution (number and %)
Responsible for subject / lecturer: 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		Responsible for subject / lecturer: 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
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. 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]		
Skills:		
1. Can point out various examples of prominent individuals in the history of entrepreneurship - [K2A_U05] 2. Can interpret different styles of negotiation and negotiate for the selected situation - [K2A_U05] 3. Can prepare and present a short presentation of verbal and multimedia tasks dedicated to specific subjects of engineering - [K2A_U05] 4. Can conduct an analysis of the process in the transport company - [K2A_U05] 5. Can create a resume and cover letter (in particular malaise for this job in the shipping company). - [K2A_U05] 6. Can create a business plan for a transport company, able to point out the elements necessary to establish a 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

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

Course description

- 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 .
- 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.
- 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.
- 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 .
- 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.
- 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 .
- 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 .
- 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 .
- 9) Practical verification of entrepreneurship - a management game

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

Activity	Time (working hours)	
1. Lectures	30	
2. Classes	15	
3. Home work	15	
Student's workload		
Source of workload	hours	ECTS
Total workload	60	2
Contact hours	45	1

Practical activities	16	1
----------------------	----	---