

STUDY MODULE DESCRIPTION FORM		
Name of the module/subject Principles of Entrepreneurship		Code 1010622331010610472
Field of study Transport	Profile of study (general academic, practical) general academic	Year /Semester 2 / 3
Elective path/specialty Ecology of Transport	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: 1 Classes: 2 Laboratory: - Project/seminars: -		No. of credits 2
Status of the course in the study program (Basic, major, other) other		(university-wide, from another field) university-wide
Education areas and fields of science and art technical sciences		ECTS distribution (number and %) 2 100%
Responsible for subject / lecturer: Hanna Sawicka, PhD email: hanna.sawicka@put.poznan.pl tel. +48 61 665 2249 Faculty of Transport Engineering 3 Piotrowo street, 60-965 Poznan		
Prerequisites in terms of knowledge, skills and social competencies:		
1	Knowledge	The student has a basic knowledge of the scope of principles of the logistics company.
2	Skills	The student is able to integrate the information obtained, make their interpretation, draw conclusions, formulate and justify opinions, has the ability to see, associate and interpret phenomena occurring in the management of organizations.
3	Social competencies	The student is aware of and understands the non-technical aspects and effects of logistics activities; the student is able to cooperate in a group.
Assumptions and objectives of the course: To familiarize students with the essence of entrepreneurship and equip them with methods and tools to use and develop entrepreneurship. Practical research and shaping of entrepreneurship.		
Study outcomes and reference to the educational results for a field of study		
Knowledge: 1. The student has a structured and theoretically founded general knowledge related to key issues in the field of transport engineering. - [T2A_W02] 2. The student has a basic knowledge of managing / running a business and individual entrepreneurship. - [T2A_W09]		
Skills: 1. The student is able - when formulating and solving engineering tasks - to integrate knowledge from various transport areas (and if necessary also knowledge from other scientific disciplines) and apply a system approach, also taking into account non-technical aspects. - [T2A_U05] 2. The student can interact in a team, taking on different roles. - [T2A_U15]		
Social competencies: 1. The student understands that in the field of transport engineering, knowledge and skills quickly become obsolete. - [T2A_K01] 2. The student understands the importance of popularizing activities regarding the latest achievements in the field of transport engineering. - [T2A_K03]		
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 logistics company, process analysis, the nature and purpose of negotiating; verification of the practical use of knowledge in: conducting professional presentations, constructing resume and cover letter, and creating 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.
8. Using the acquired knowledge to solve practical problems of a strategic nature; managerial game.

Basic bibliography:

1. Bygrave W., Zacharakis A.: Entrepreneurship, John Wiley & Sons, New York, 2011
2. Drucker P.: Innovation and Entrepreneurship, Harper & Row, New York, 2006
3. Filar E., Skrzypek J.: Biznes Plan, Poltex, Warszawa, 1996 (in Polish)
4. Kotler P., Armstrong G.: Principles of Marketing, Prentice Hall, Englewood Cliffs, 1994
5. Stoner J., Freeman E., Gilbert D.: Management, Prentice Hall, Englewood Cliffs, 1995
6. The Journal of Entrepreneurship; Sage
7. Journal of Innovation and Entrepreneurship; Springer
8. Journal of Entrepreneurship, Management and Innovation; Nova Sandec
9. Sawicka H.: Podstawy przedsiębiorczości. Materiały wykładowe, Politechnika Poznańska (in Polish)

Additional bibliography:

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

Result of average student's workload

Activity	Time (working hours)
1. Preparation for classes: lectures	1
2. Preparation for classes: classes	1
3. Participation in the classes according to the plan: lectures	15
4. Participation in the classes according to the plan: classes	30
5. Strengthening the content of classes / reports: lectures	1
6. Strengthening the content of classes / reports: classes	1
7. Consultations: lectures	1
8. Consultations: classes	1
9. Preparation for the exam / pass: lectures	3
10. Preparation for the exam / pass: classes	0
11. Participation in the exam / pass: lectures	1
12. Participation in the exam / pass: classes	0

Student's workload

Source of workload	hours	ECTS
Total workload	55	2
Contact hours	45	1
Practical activities	30	1