



## COURSE DESCRIPTION CARD - SYLLABUS

Course name

Entrepreneurship in Contemporary Economy

### Course

Field of study

Engineering Management

Area of study (specialization)

Managing Enterprise of the Future

Level of study

Second-cycle studies

Form of study

part-time

Year/Semester

2/3

Profile of study

general academic

Course offered in

English

Requirements

elective

### Number of hours

Lecture

10

Laboratory classes

Other (e.g. online)

Tutorials

10

Projects/seminars

### Number of credit points

1

### Lecturers

Responsible for the course/lecturer:

Ewa Badzińska, Ph.D.

Responsible for the course/lecturer:

Faculty of Engineering Management

[ewa.badzinska@put.poznan.pl](mailto:ewa.badzinska@put.poznan.pl)

### Prerequisites

The student has theoretical knowledge of microeconomics, management and functioning of enterprises in a market economy. Is able to identify problems of managing a modern enterprise and describe the basic organizational structures of companies in the knowledge-based economy. Has the ability to understand and analyze basic socio-economic phenomena and is willing to take entrepreneurial activities. Demonstrates readiness to develop knowledge and teamwork skills.

### Course objective

The aim of the course is to gain knowledge and acquire skills and competences in the field of: theoretical concepts and the role of entrepreneurship in socio-economic development at the micro and macro levels; creation and development of a modern enterprise and innovative business solutions based on entrepreneurial behaviour; generating business models for innovative ventures (e.g. start-ups); the role of intellectual capital, innovation and entrepreneurial potential in shaping competitiveness on the domestic and international market; analysis of indicators of entrepreneurship and innovation of the



economy; formulating own opinions on socio-economic phenomena and critical data selection and methods of analysis; using acquired knowledge in various fields and forms in business practice.

### Course-related learning outcomes

#### Knowledge

1. Knows the basic principles and regularities regarding entrepreneurship as a process of searching for market opportunities and human features / behaviours.
2. Has knowledge of co-operations and connections occurring in network organizations (concerns, holdings, clusters, etc.)
3. Knows the rules of creating and developing forms of individual entrepreneurship using knowledge of technology, economics and management.
4. Has knowledge of the principles of generating business models based on canvas and lean canvas methodology.

#### Skills

1. Is able to design the concept of a business model for an innovative business solution.
2. Is able to indicate the impact of the quality of the business ecosystem, macro-environment and international cooperation on the level of enterprise competitiveness.
3. Has the ability to use the acquired knowledge in various areas and forms, extended by a critical analysis of the effectiveness and usefulness of applied knowledge.
4. Is able to properly analyze the causes and course of socio-economic processes and phenomena, formulate own opinions on this subject, and put up simple research hypotheses and verify them.

#### Social competences

1. Is aware of the interdisciplinarity of knowledge and skills needed to solve complex organization problems and the need to create interdisciplinary teams.
2. Is able to make substantive contribution to the preparation of social projects and manage tasks resulting from these projects.
3. Is able to recognize the cause-and-effect relationships in achieving the set goals and rank the importance of alternative or competitive tasks in the implementation of projects.
4. Is aware of the need to expand knowledge of entrepreneurial behaviour and innovative business solutions due to the high variability of the socio-political and economic environment.

### Methods for verifying learning outcomes and assessment criteria

Learning outcomes presented above are verified as follows:

Knowledge acquired during the lecture is verified by one 60-minute colloquium carried out at the last lecture. It consists of 10-15 questions (test and open) with various points depending on their level of difficulty. Passing from: 60% of points. Issues and materials, on the basis of which questions are



prepared for the colloquium, will be sent to students by e-mail using the university's e-mail system and uploaded on Moodle course. The final grade can be raised for the student's active participation in the problem and conversation lecture.

Knowledge, skills and social competences acquired as part of tutorials are verified based on the presentation of the completed project/assignment, the developed case study and student activity during classes (participation in the discussion, independent problem solving). Criteria for evaluation of the project / assignment will be provided to students in the first class.

### Programme content

1. Entrepreneurship - selected theoretical concepts in the light of interdisciplinary conditions.
2. The impact of entrepreneurship and innovation on increasing the competitiveness of enterprises / the economy.
3. Creating and developing a modern enterprise and innovative business solutions based on the diagnosis of entrepreneurial opportunities. Intra-organizational conditions and external factors.
4. Rules for generating a business model based on the canvas and lean canvas methodology; examples of business models for innovative ventures (e.g. start-ups).
5. Research methodology of micro- and macroeconomic competitiveness; analysis of entrepreneurship and innovation indicators.
6. The role of intellectual capital, innovation and entrepreneurial potential in shaping competitiveness on the domestic and international market.

### Teaching methods

Lecture: multimedia presentation illustrated with examples; problem lecture (discussion on solving a given problem), conversation lecture (discussion moderated by the lecturer).

Tutorials: case study method, discussion methods: brainstorming, metaplan (conclusions from discussion in teams presented on the forum in the form of a poster, multimedia presentation); Exercise and practical methods: solving cognitive tasks, teamwork.

### Bibliography

Basic

1. Drucker P. F., (2014), Innovation and Entrepreneurship, Taylor & Francis Ltd.
2. Cieślak J., (2006), Przedsiębiorczość dla ambitnych. Jak uruchomić własny biznes , Wydawnictwa Akademickie i Profesjonalne.
3. Sudoł St., (2008), Przedsiębiorczość - jej pojmowanie, typy i czynniki ją kształtujące, Problemy Zarządzania, 6, 2(20), s. 9-26.



4. Mellor R. B., Coulton G., Chick A., Bifulco A., Mellor N., Fisher A., (2011), *Przedsiębiorczość*, PWE Polskie Wydawnictwo Ekonomiczne.
5. Blank S., Dorf B., (2013), *Podręcznik startupu. Budowa wielkiej firmy krok po kroku*. Wydawca: One Press / Helion.
6. Osterwalder A., Pigneur Y., (2012), *Tworzenie modeli biznesowych. Podręcznik wizjonera*. Wydawca: One Press / Helion.
7. Badzińska E., (2017), *Assessing the concept of innovative business model with regard to IT enterprise*, *Ekonomia i Prawo. Economics and Law*, 16 (3), pp. 245-258.
8. *The Global Competitiveness Report 2019* World Economic Forum  
[http://www3.weforum.org/docs/WEF\\_TheGlobalCompetitivenessReport2019.pdf](http://www3.weforum.org/docs/WEF_TheGlobalCompetitivenessReport2019.pdf)

#### Additional

1. Majkut R. (2014), *Przedsiębiorczość w świetle uwarunkowań interdyscyplinarnych*, Wydawnictwo: CEDEWU, Warszawa.
2. Glinka B., Gudkova S., (2011), *Przedsiębiorczość*, Wolters Kluwer, Warszawa 2011.
3. Ries E., (2017), *Metoda Lean Startup*, Wydawca: One Press / Helion.
4. Trzeciński S. Włodarkiewicz-Klimek H., Pawłowski K. (2013), *Współczesne koncepcje zarządzania*, Wydawnictwo Politechniki Poznańskiej, Poznań.
5. Badzińska E., (2019), *Knowledge Acquisition and Business Modeling Using Experiential Learning Approach to Entrepreneurship*. *European Journal of Social Science Education and Research* 6 (2), pp. 48-56.
6. Matejun M., (2014), *The Role of Flexibility in Building the Competitiveness of Small and Medium Enterprises*, „*Management*”, vol.18, nr 1, pp. 154-168.
7. Badzińska E., Wyrwicka M. K., (2016), *Models of Creation and Development of an Enterprise – a Conceptual Approach*, *Zeszyty Naukowe Politechniki Poznańskiej. Organizacja i Zarządzanie* Nr 70, s. 5-17.

#### Breakdown of average student's workload

	Hours	ECTS
Total workload	30	1,0
Classes requiring direct contact with the teacher	20	0,5
Student's own work (literature studies, preparation for lectures, preparation for colloquium) <sup>1</sup>	10	0,5

<sup>1</sup> delete or add other activities as appropriate