



## COURSE DESCRIPTION CARD - SYLLABUS

Course name

Principles of Entrepreneurship

### Course

Field of study

Year/Semester

Transport

2/3

Area of study (specialization)

Profile of study

Ecology of Transport

general academic

Level of study

Course offered in

Second-cycle studies

Polish

Form of study

Requirements

full-time

elective

### Number of hours

Lecture

Laboratory classes

Other (e.g. online)

15

0

0

Tutorials

Projects/seminars

30

0

### Number of credit points

3

### Lecturers

Responsible for the course/lecturer:

Responsible for the course/lecturer:

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### Prerequisites

Knowledge: the student has a basic knowledge of the scope of principles of the logistics company.

Skills: the student is able to integrate information obtained, to make its interpretation, to draw conclusions, to formulate and to justify opinions; he/she has the ability to see, to associate and to interpret phenomena occurring in a management of organizations.

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.



### Course objective

To familiarize students with an essence of entrepreneurship and to equip them with methods and tools to use and develop entrepreneurship. Practical research and shaping of entrepreneurship.

### Course-related learning outcomes

#### Knowledge

The student has a structured and theoretically founded general knowledge related to key issues in the field of transport engineering.

The student knows the economic, legal and other conditions of the operation of transport companies.

The student has a basic knowledge of managing / running a business and an individual entrepreneurship.

#### Skills

The student is able to use information and communication techniques used in the implementation of projects in the field of transport.

The student is able - when formulating and solving engineering tasks - to integrate knowledge from various areas of transport (and, if necessary, also knowledge from other scientific disciplines) and apply a system approach, also taking into account non-technical aspects.

The student is able to determine the directions of further learning and implement the process of self-education, including other people.

#### Social competences

The student understands the importance of popularizing activities regarding the latest achievements in the field of transport engineering.

The student is aware of the need to develop professional achievements and to comply with the rules of professional ethics.

### Methods for verifying learning outcomes and assessment criteria

Learning outcomes presented above are verified as follows:

Activity at lectures and tutorials, including participation in discussions and ongoing preparation for lectures and tutorials. Doing assignments individually and in groups. An exam to verify the learning outcomes.

### Programme content

1. The definition of the basic concepts of entrepreneurship; entrepreneurship - definition and essence, the main character in the history of entrepreneurship.
2. Marketing mix; reminding of the essence and basic components of the marketing mix; specific marketing mix in the transportation company; prepare a marketing plan for a specific company - a case study (tutorials).



3. Process analysis; essence and purpose of carrying out process analysis, principal components of the process analysis, analysis and reconstruction of the selected service process / production - a case study (tutorials).
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; individual assessment of their characteristics in terms of leadership; psychological tests (tutorials).
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 - carrying out negotiations - a case study (tutorials).
6. Professional presentations; the basic elements of professional presentations; preparing the presentation and conclusions; practical application of knowledge - carrying out professional presentations (tutorials); principles of CV and covering letter.
7. Business plan; essence and purpose of the business plan; basic components of the business plan; creating the business plan for a logistics company.
8. Using the acquired knowledge to solve practical problems of a strategic nature; managerial game (tutorials).

### Teaching methods

1. Problem lecture with a multimedia presentation.
2. Case study.
3. Didactic game.
4. Exercises - solving problems.

### Bibliography

#### Basic

1. Adair C.B., Murray B.A.: Breakthrough Process Redesign: New Pathways to Building Customer Value. Rath & Strong, New York, 1994.
2. Bygrave W., Zacharakis A.: Entrepreneurship. John Wiley & Sons, New York, 2011
3. Mastenbroek W.: Negotiate. Blackwell Publishing, Oxford, 1989.
4. Sawicka H.: Principles of Entrepreneurship. Lecture materials, Poznan University of Technology (in Polish).



Additional

1. Drucker P.: Innovation and Entrepreneurship. Harper & Row, New York, 2006
2. Journal of Innovation and Entrepreneurship; Springer

**Breakdown of average student's workload**

	Hours	ECTS
Total workload	75	3,0
Classes requiring direct contact with the teacher	45	2,0
Student's own work (literature studies, preparation for laboratory classes/tutorials, preparation for tests/exam, project preparation) <sup>1</sup>	30	1,0

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