



## COURSE DESCRIPTION CARD - SYLLABUS

Course name

Innovative entrepreneurship [S2Trans1>PI]

### Course

Field of study

Transport

Year/Semester

1/2

Area of study (specialization)

Refrigerated Transport

Profile of study

general academic

Level of study

second-cycle

Course offered in

polish

Form of study

full-time

Requirements

compulsory

### Number of hours

Lecture

15

Laboratory classes

0

Other (e.g. online)

0

Tutorials

0

Projects/seminars

0

### Number of credit points

1,00

### Coordinators

dr inż. Żaneta Staszak

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### Lecturers

### Prerequisites

Knowledge: Student knows the basic concepts related to the issues of studies, organization management and the issues of innovation Skills: Student has the ability to see, associate and interpret phenomena occurring in the management of economic organisations Social competences: Student is prepared to assume social responsibility for their actions on the market

### Course objective

The aim of the course is to obtain knowledge by students in the field of basic issues related to the launch of their own innovative enterprise (business), which is a development of the issues arising from the area of his diploma thesis or work within a scientific circle.

### Course-related learning outcomes

Knowledge:

Student has knowledge of development trends and the most important new achievements of means of transport and other selected related scientific disciplines

Student knows the basic concepts of economics, relating in particular to transport investments

Student has basic knowledge of managing and running a business and knows the general rules of

creating and developing forms of individual entrepreneurship

#### Skills:

Student is able to obtain information from literature, databases and other sources (in Polish and English), integrate it, interpret and critically evaluate it, draw conclusions and formulate and exhaustively justify opinions

Student is able to assess the suitability of methods and tools for solving an engineering task consisting in the construction or assessment of a transport system or its components, including the limitations of these methods and tools

Student is able - using, among others conceptually new methods - to solve complex tasks in the field of transport engineering, including atypical tasks and tasks with a research component

#### Social competences:

Student understands that knowledge and skills become obsolete very quickly in the field of transport engineering

Student understands the importance of using the latest knowledge in the field of transport engineering in solving research and practical problems

Student is aware of the need to develop professional achievements and adhere to the rules of professional ethics

### Methods for verifying learning outcomes and assessment criteria

Learning outcomes presented above are verified as follows:

Learning outcomes presented above are verified as follows:

Performing a task (project) in the form of a description of the essential elements of student's own idea for an innovative venture (idea and its transformation into a market-based business activity), related to the diploma thesis or work within a scientific research circle.

### Programme content

Academic entrepreneurship and determinants of success in business activity in this area. The main types of innovation. Personal features of an innovative entrepreneur. The social mission of an innovative academic entrepreneur.

Innovative ideas, ideas, methods of their analysis. Shaping and analyzing the concept of business innovative activities. Conditions for commercialization of know-how. The concept of organizational culture of launched innovative projects.

Stages of development of an innovative venture: an innovative idea, initial business concept, noticing an opportunity for commercialization, developing a business plan and launching innovative business activities.

Overview of sources of financing for innovative business activities, including sources from the EU. Basic information about the financial and accounting system. Review of legal forms used for launched business ventures and conditions for their selection.

Various aspects of entering the market of newly launched innovative projects: name, trademark, advertising, presence on the Internet. Marketing in the market area regarding innovative technological solutions and products.

### Teaching methods

Lecture with multimedia presentation and discussion of the project

### Bibliography

#### Basic

1. Kłos Z., Innowacyjność i innowacje, Wyd. PP, Poznań 2017
2. Kłos Z., Innowacyjność i przedsiębiorczość innowacyjna. Wyd. PP, Poznań 2012
3. Cieślik J., Przedsiębiorczość dla ambitnych. Jak uruchomić własny biznes. wyd. II. Wyd. Akademickie i Profesjonalne, Warszawa 2008
4. Wissema J.G., Technostarterzy. Dlaczego i jak? Wyd. PARP, Warszawa 2005

#### Additional

1. Problemy innowacyjnych przedsiębiorstw produkcyjnych. Red. H. Mizgajska, ZN nr 131. Wyd. UE w Poznaniu, Poznań 2010

### Breakdown of average student's workload

	Hours	ECTS
Total workload	35	1,00
Classes requiring direct contact with the teacher	15	0,50
Student's own work (literature studies, preparation for laboratory classes/ tutorials, preparation for tests/exam, project preparation)	20	0,50