



## COURSE DESCRIPTION CARD - SYLLABUS

### Course name

Entrepreneurship [S2ETI2>Przedsięb]

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### Course

Field of study

Education in Technology and Informatics

Year/Semester

1/2

Area of study (specialization)

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Profile of study

general academic

Level of study

second-cycle

Course offered in

Polish

Form of study

full-time

Requirements

compulsory

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### Number of hours

Lecture

15

Laboratory classes

0

Other

0

Tutorials

0

Projects/seminars

15

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### Number of credit points

2,00

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### Coordinators

dr Małgorzata Rembiasz

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### Lecturers

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### Prerequisites

The student knows the basic concepts of economics. They have a general understanding of how businesses operate in a market economy.

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### Course objective

The ability to start a business and estimate the costs associated with this process, as well as knowledge of the basic principles of business management.

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### Course-related learning outcomes

#### Knowledge:

1. The student knows and understands economic issues related to professional activity.
2. The student has knowledge of forms of individual entrepreneurship and the principles of running a business.

#### Skills:

1. The student is able to lead a team or play a leading role in it and cooperate with others in teamwork
2. The student has the ability to independently plan and implement their own lifelong learning process

## Social competences:

1. student jest gotowy do myślenia i działania w sposób kreatywny i przedsiębiorczy
2. student jest gotowy do odpowiedzialnego pełnienia ról zawodowych z uwzględnieniem swojego rozwoju zawodowego.

## Methods for verifying learning outcomes and assessment criteria

Learning outcomes presented above are verified as follows:

A grading scale is used to verify learning outcomes in accordance with the study regulations. The grade is based on individual work and participation in the project, as well as points obtained from tests and activity during lectures.

## Programme content

1. Business planning
2. Market and competition analysis
3. Human capital management
4. Corporate financial management
5. Marketing strategies

## Course topics

Lecture:

1. The role of small and medium-sized enterprises in the economy
2. Barriers to entrepreneurship and factors contributing to a company's success
3. Entrepreneurial skills. Management and teamwork skills
4. Fundamentals of management
5. Sources of financing for business activities.
6. Basic elements of accounting and financial analysis
7. Marketing mix and marketing strategies

Project:

1. Business plan structure
2. Mission, vision and strategy of the enterprise
3. People management in the enterprise
4. Motivating and increasing employee engagement
5. Financial management in the enterprise
6. Use of various marketing tools

## Teaching methods

Lecture: seminar-style lecture, discussion with students on solving a given problem, case studies

Project: tasks - elements of a business plan, possibility of using business simulations (game-based learning)

## Bibliography

Basic:

1. Skrzypek J.T., Biznesplan w dziesięciu krokach, Poltex, Warszawa 2016
2. Kazimierz K., Cyfert S., Podstawy zarządzania organizacjami, Wydawnictwo UEP, Poznań 2020.
3. Janasz K., Kaczmarska B., Wasilczuk J. E., Przedsiębiorczość i finansowanie innowacji, Polskie Wydawnictwo Ekonomiczne, Warszawa 2020.

Additional:

1. Griffin, R.W. (2017). Podstawy zarządzania organizacjami. Warszawa: PWN
2. Ekonomika przedsiębiorstw, Engelhardt J (red), CeDeWu, Warszawa 2017.
3. Rembiasz M., Rola strategii w zarządzaniu małymi i średnimi przedsiębiorstwami, [w:] S. Trzcieliński, Wybrane problemy zarządzania. Teraźniejszość i przyszłość, Wydawnictwo Politechniki Poznańskiej, Poznań 2013.
4. Siemieniak P., Rembiasz M., Creativity and the Entrepreneur's Potential: A Case Study Based on the Opinion of Students, European Research Studies Journal - 2021, vol. 24, spec. iss. 5, s. 646-657

5. Rembiasz M., Siemieniak P., The pandemic vs. development of professional competences - a perspective of female and male students, PRZEGŁĄD ORGANIZACJI - 2023, nr 3, s. 222-231

6. Rembiasz M., Siemieniak P., Relationship Between Personal and Professional Life in The Context of The Psychological Well-Being of SME Company Employees: A Survey Research w: Proceedings of the 45th International Business Information Management Association Conference (IBIMA) 25-26 June 2025. Strategies, Innovation, and Human-Centric Practices in the Modern Organizations - Cordoba, Spain : International Business Information Management Association, IBIMA, 2025 - s. 1496-1505

### Breakdown of average student's workload

	Hours	ECTS
Total workload	50	2,00
Classes requiring direct contact with the teacher	30	1,00
Student's own work (literature studies, preparation for laboratory classes/tutorials, preparation for tests/exam, project preparation)	20	1,00