



COURSE DESCRIPTION CARD - SYLLABUS

Course name

Fundamentals of entrepreneurship [S1EiT1>PPrzed]

Course

Field of study

Electronics and Telecommunications

Year/Semester

3/6

Area of study (specialization)

–

Profile of study

general academic

Level of study

first-cycle

Course offered in

Polish

Form of study

full-time

Requirements

elective

Number of hours

Lecture

15

Laboratory classes

0

Other

0

Tutorials

0

Projects/seminars

0

Number of credit points

1,00

Coordinators

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Lecturers

Prerequisites

The student knows the basic terms concerning an enterprise in a market economy and has the basic understanding of entrepreneurship. He/she has the ability to understand and analyze the basic socio-economic phenomena and is willing to undertake entrepreneurial activities. Demonstrates readiness to develop his/her knowledge and skills and is willing to work in team.

Course objective

The aim of the course is to gain knowledge and acquire skills and competences in the field of: the role of entrepreneurship in socio-economic development and the creation of innovations; understanding the basic aspects of the company's competitiveness and competitive strategy; creation and development of a modern enterprise and innovative ICT solutions in response to market needs and diagnosis of entrepreneurial opportunities; familiarize students with business modeling and applying the principles of creating a business model based on the Business Model Canvas and Lean Canvas.Canvas methodology.

Course-related learning outcomes

Knowledge:

1. Knows the basic rules and regularities regarding entrepreneurship as a process of seeking market

opportunities and human characteristics/behaviour.

2. Knows the basic conditions of building a company's competitive advantage; understands the importance of the forces of the competitive environment.

3. Has knowledge about the principles of creating a business model based on the canvas and lean canvas methodology.

Skills:

1. Can define and analyze the characteristics of an entrepreneurial person.

2. Can design a business model concept for an innovative business solution.

3. Can use data from secondary sources and critically address the issue of the company's competitiveness.

Social competence:

1. Is aware of the challenges faced by the electronics and telecommunications industry in the 21st century and their impact on the development of the information society.

2. Can think and act in an entrepreneurial way.

3. Is aware of the interdisciplinarity of knowledge and skills needed to solve complex problems.

Methods for verifying learning outcomes and assessment criteria

Learning outcomes presented above are verified as follows:

Knowledge, skills and social competences acquired during the lecture is verified by one 60-minute colloquium carried out at the last lecture. It consists of 25-30 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. The final grade can be raised for the student's active participation in the problem and conversation lecture.

Programme content

Entrepreneurship – selected theoretical concepts in the light of interdisciplinary conditions.

The role of entrepreneurship, innovation and intellectual capital in contemporary socio-economic development at the micro and macro levels.

Basic aspects of enterprise competitiveness and competitive strategies.

Academic entrepreneurship (spin-off, startup).

Business model concepts for innovative solutions.

Course topics

1. Entrepreneurship - selected theoretical concepts in the light of interdisciplinary conditions.

2. Entrepreneurship and intrapreneurship.

3. Basic aspects of the company's competitiveness and searching for entrepreneurial opportunities.

4. Intra-organizational conditions and external factors. Contemporary competitive strategies.

5. Contemporary competitive strategies.

6. The role of entrepreneurship, innovation and intellectual capital in the process of increasing the competitiveness of enterprises and the economy.

7. Principles of generating a business model based on the Business Model Canvas and Lean Canvas methodology..

Teaching methods

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

Bibliography

Basic

1. Drucker P. F. (2014), Innovation and Entrepreneurship, Taylor & Francis Ltd.

2. Blank S., Dorf B., (2013), The Startup Owner's Manual The Step-By-Step Guide for Building a Great Company, K & S Ranch.

3. Maurya A., (2012), Running Lean. Iterate from Plan A to a Plan That Works. Wydawca: O'Reilly Media.

4. Osterwalder A., Pigneur Y., (2010), Business model generation, John Wiley and Sons Ltd.

5. Van Aardt, Barros, Clarence et al., (2013), Principles of Entrepreneurship and Small Business Management, Oxford University Press.
6. Ries E., Metoda Lean Startup (2017), Wydawca: One Press / Helion, 2017.
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. 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.

Additional

1. 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.
2. 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.
3. Barringer B.R., Ireland D. (2018), *Entrepreneurship: Successfully Launching New Ventures*, Global Edition, Pearson Education Limited.

Breakdown of average student's workload

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