



## COURSE DESCRIPTION CARD - SYLLABUS

Course name

Business in ICT [S1EiT1E>BwICT]

### Course

Field of study

Electronics and Telecommunications

Year/Semester

1/2

Area of study (specialization)

–

Profile of study

general academic

Level of study

first-cycle

Course offered in

English

Form of study

full-time

Requirements

elective

### Number of hours

Lecture

30

Laboratory classes

0

Other

0

Tutorials

0

Projects/seminars

0

### Number of credit points

2,00

### Coordinators

dr Ewa Badzińska

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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 business collaboration. He/she has the ability to understand and analyze the basic socio-economic phenomena and is willing to undertake entrepreneurial activities. Is aware of the main challenges facing electronics and telecommunication in the 21st century. 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: understanding the essence, principles and regularity of managing IT company; the basic concepts of business operation in a market economy; new trends in enterprise communication with customers: customization, gamification etc.; basic aspects of company's competitiveness in a knowledge-based economy; business modeling and applying the principles of creating a business model for IT company; impact of ICT systems and networks on the development of an information society / Industry 4.0.

### Course-related learning outcomes

Knowledge:

1. Knows the basic principles and regularities of establishing IT company.
2. Has knowledge about basic aspects of company's competitiveness in a knowledge-based economy.
3. Knows new trends in ICT business communication.
4. Has knowledge about the principles of creating a business model for IT company.

#### Skills:

1. Is able to define and analyse traits of an entrepreneur / manager / employee.
2. Can create the concept of a business model for an innovative ICT solution.
3. Is able to use the acquired knowledge for practical solutions
4. Is able to use data from secondary sources and critically respond to ICT challenges of a market economy.

#### Social competences:

1. Can work in team and be open to suggestions of other members.
2. Is aware of the main challenges facing electronics and telecommunication in the 21st century and its impact on the development of the information society.
3. Is aware of the limitations of his/her current knowledge in ICT and committed to further self-study.
4. Demonstrates responsibility for designed ICT systems. Is aware of the hazards they pose for individuals and communities if they are improperly designed or produced.

### Methods for verifying learning outcomes and assessment criteria

Learning outcomes presented above are verified as follows:

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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

Rules and requirements for starting a business.

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.

Trends in business communication.

Business model concepts for innovative solutions.

### Course topics

The course program includes the following issues:

1. The essence, principles and requirements for starting a business in ICT.
2. Entrepreneurial mindset and transversal skills.
3. Selected concepts of business operation in a market economy.
4. Basic aspects of company's competitiveness in a knowledge-based economy.
5. Intra-organizational conditions and external factors. Contemporary competitive strategies.
6. Trends in business communication: customization, gamification etc.
7. Principles of generating a business model inspired by customer needs (Business Model Canvas and Lean Canvas methodology).
8. Defining / generating a unique value proposition for potential customers - using the Value Proposition Canvas tool.
9. Application of the Design Thinking method in designing a business solution.
10. Challenges in the field of ICT in the 21st century and their impact on the development of the information society.

### 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. Blank S., Dorf B., (2013), The Startup Owner's Manual The Step-By-Step Guide for Building a Great Company, K & S Ranch.
2. Mach-Król M., Olszak C. M., Pelech-Pilichowski T., (2014), Advances in ICT for Business, Industry and Public Sector, Springer International Publishing AG.
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. Ries, E. (2013). The Lean Startup. Random House USA Inc, New York.
6. 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.
7. 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, (2017), Mobile Technology Solutions in Business Communications – New Tools in Practical Implementation. *Handel Wewnętrzny*, 367 (2), pp. 5-16.
2. Drucker P. F., (2014), Innovation and Entrepreneurship, Taylor & Francis Ltd.
- Barringer B.R., Ireland D. (2018), Entrepreneurship: Successfully Launching New Ventures, Global Edition, Pearson Education Limited.
3. Barringer B.R., Ireland D. (2018), Entrepreneurship: Successfully Launching New Ventures, Global Edition, Pearson Education Limited.
4. Porter M. E., (2004), Competitive Advantage, Simon & Schuster.

## Breakdown of average student's workload

	Hours	ECTS
Total workload	60	2,00
Classes requiring direct contact with the teacher	40	2,00
Student's own work (literature studies, preparation for laboratory classes/ tutorials, preparation for tests/exam, project preparation)	20	0,00