



COURSE DESCRIPTION CARD - SYLLABUS

Course name

Entrepreneurship [S2FT2>Przedsiębior]

Course

Field of study

Technical Physics

Year/Semester

2/3

Area of study (specialization)

–

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

0

Tutorials

0

Projects/seminars

0

Number of credit points

1,00

Coordinators

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Lecturers

Prerequisites

Student knows basic concepts of finance, management and law. He or she has general knowledge on entrepreneurship and functioning of companies in a market economy. Student is able to perceive, associate and interpret phenomena taking place in enterprises and in economy. Student understands and is prepared to bear social responsibility for decisions taken in the course of independent activity.

Course objective

The ability to start a business and estimate the costs involved.

Course-related learning outcomes

Knowledge:

1. the student has the knowledge to plan and actually start a business
2. the student has knowledge of the most important factors of success in running a business
3. the student has knowledge of the most important barriers to running business
4. the student has knowledge about the sources of financing innovative activities.

Skills:

1. the student has the ability to plan the activities of his/her company
2. the student is able to choose optimal sources of financing
3. the student has the ability to solve problems related to the current management of the company and the growth of the company
4. the student is able to identify the strengths and weaknesses of his/her business

Social competences:

1. the student is able to work independently and in a team on a given task, demonstrates in this work responsibility and creativity
2. the student is aware of the social role of an entrepreneur
3. the student is prepared to perform the role of the manager (owner) of a small enterprise
4. the student is aware of the interdisciplinary knowledge and skills necessary to solve complex organisational problems and the necessity of creating interdisciplinary teams

Methods for verifying learning outcomes and assessment criteria

Learning outcomes presented above are verified as follows:

The following assessment thresholds apply to the methods used to verify the learning outcomes achieved:

- 50.1-60% dst;
- 60.1-70% dst+;
- 70.1-80% db;
- 80.1-90% db+;
- from 90.1% bdb.

Assessment is based on individual work and participation.

Programme content

1. Basic concepts and problems of intellectual property in the context of doing business
2. Planning, conducting and financing business activities
3. Role of marketing in the company
4. Employee team management and teamwork

Course topics

1. Intellectual property protection - elementary principles
2. Copyright law and industrial property law
3. Barriers to the development of entrepreneurship and factors of company success
4. Business registration procedure,
5. Structure and functions of the business plan. Mission, vision and strategy of the enterprise
6. Sources of business financing.
7. Basic analysis of financial statements. Revenue and costs of the enterprise.
8. Market research
- 9 Marketing mix. Use of various marketing tools.
10. Phases of team development. Team roles. Basics of interpersonal communication in teamwork.
11. Personality determinants of team leadership. Motivating and raising the commitment of team members
12. Team effectiveness and team knowledge management

Teaching methods

1. Case study
- 2 Discussion with the students on how to solve a problem
3. Possibility to use 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.

4. Łuczka T., Przepióra P., Zarządzanie małym i średnim przedsiębiorstwem. Wydawnictwo Politechniki Poznańskiej, Poznań 2011.

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. Trzecieliński, 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., Przedsiębiorczość kobiet - przegląd wieloletnich badań prowadzonych wśród studentek wielkopolskich uczelni, Zeszyty Naukowe Politechniki Poznańskiej. Organizacja i Zarządzanie - 2021, nr 83, s. 167-180

Breakdown of average student's workload

	Hours	ECTS
Total workload	25	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)	10	0,50