



## COURSE DESCRIPTION CARD - SYLLABUS

Course name

Innovative Entrepreneurship [S2MiBP1>PI]

### Course

Field of study

Mechanical and Automotive Engineering

Year/Semester

2/3

Area of study (specialization)

Motor Vehicles

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

dr inż. Żaneta Staszak

zaneta.staszak@put.poznan.pl

### Lecturers

### Prerequisites

KNOWLEDGE: Student has fundamental knowledge about management of organizations and quality issues SKILLS: Student possesses ability of perceiving and associating of phenomena occurring in management of market organizations and is able to interpret them, to draw conclusions and to formulate opinions SOCIAL COMPETENCIES: Student has the awareness of importance and understands the effects of taking of market oriented activities

### Course objective

Transmitting to the students the knowledge about the basic issues connected with conditions of undertaking innovative, market oriented, products

### Course-related learning outcomes

Knowledge:

Has a basic knowledge of quality management systems.

He knows the main development trends in the field of mechanical engineering.

Has in-depth knowledge of entrepreneurship and business economics.

### Skills:

Can lead the team's work.

Can interact with other people as part of teamwork and take a leading role in teams.

He is able to independently plan and implement his own learning throughout life and direct others in this regard.

### Social competences:

Is ready to recognize the importance of knowledge in solving cognitive and practical problems and to consult experts in case of difficulties in solving the problem on its own.

Is willing to think and act in an entrepreneurial manner.

Is ready to fulfill professional roles responsibly, taking into account changing social needs, including:

- developing the professional achievements,
- maintaining the ethos of the profession,
- observing and developing the rules of professional ethics and acting towards the observance of these rules.

## Methods for verifying learning outcomes and assessment criteria

Learning outcomes presented above are verified as follows:

1. The assessment takes place during the final class in the form of a test.
2. The test includes the following types of questions:
  - a) multiple-choice with one correct answer,
  - b) fill-in-the-blank,
  - c) open-ended.
3. The test consists of 20 questions, each scored as follows: 0 points for an incorrect answer, 1 point for a correct answer.
4. Time allocated for the test: 25 minutes.
5. In the case of using unauthorized sources during the written assessment:
  - First warning: grade reduced by 1 level.
  - Second warning: unsatisfactory grade (2.0).
6. Active participation in lectures adds +0.5 to a passing grade from the written assessment.
7. Completing an additional task for those wishing to expand their knowledge of the subject adds +0.5 to a passing grade from the written assessment.

## Programme content

Innovation and innovativeness: definitions, main types of innovations, leaders in innovation. Innovators: features of innovative entrepreneurs, examples of outstanding innovators. Innovative ideas: sources of innovative ideas, analysis of innovative ideas, criteria for choosing the promising schemes. Innovation process, commercialization: sources of innovation in innovation process, sources for transfers of knowledge and technology, factors relating to the objectives and effects of innovation, main factors hampering innovation activities, eco-innovations, different aspects of introduction of innovative products to the market

## Course topics

1. Main concepts, comparison of academic researchers with entrepreneurs.
2. Innovation. Motivation for developing your own business.
3. Entrepreneurship rate. Advantages and disadvantages of running your own business.
4. Business plan. SWOT analysis.
5. How to obtain funding.
6. Legal forms for a new business. Accounting and finance.
7. Starting a business step by step. Advertising.

## Teaching methods

Lecture with multi-media presentation

## 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. Innowacyjność w doskonaleniu produktów i organizacji. Red. Zb. Kłos i P. Kurczewski. Poznań 2011.
2. Problemy innowacyjnych przedsiębiorstw produkcyjnych. Red. H. Mizgajska, ZN nr 131. Wyd. UE w Poznaniu, Poznań 2010
3. Teaching Entrepreneurship. Cases for Education and Training. Ed. P. van der Sijde et al., Physica-Verlag, Heidelberg 2008

#### 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