



COURSE DESCRIPTION CARD - SYLLABUS

Course name

Modeling of opportunity identification processes [N2IZarz1-ZZiPP>MPIO]

Course

Field of study

Engineering Management

Year/Semester

2/3

Area of study (specialization)

Enterprise Resource and Process Management

Profile of study

general academic

Level of study

second-cycle

Course offered in

Polish

Form of study

part-time

Requirements

compulsory

Number of hours

Lecture

0

Laboratory classes

0

Other

0

Tutorials

0

Projects/seminars

10

Number of credit points

1,00

Coordinators

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Lecturers

Prerequisites

Knowledge about: strategic management, including the structure of the business environment and methods of strategic analysis; contemporary management concepts.

Course objective

Shaping the student's skills to associate events in the business environment with the company's goals and resources.

Course-related learning outcomes

Knowledge:

The student defines the specialized modeling methods and tools necessary for effective identification of business opportunities, with particular emphasis on Shumpeters' and Kerzners' models of identification [P7S_WG_02].

The student describes the impact of organizational structures on opportunity identification processes, analyzing various entrepreneurial models and their application in practice [P7S_WG_05].

The student characterizes the role and impact of network connections in enterprises on the process of identifying and exploiting business opportunities [P7S_WG_06].

The student lists modern technologies and information systems that can support the processes of identifying and evaluating business opportunities [P7S_WG_10].

Skills:

The student interprets and analyzes the effectiveness of various methods of identifying business opportunities in different market and organizational contexts, using analytical tools and critical thinking [P7S_UW_02].

The student prepares his/her own opportunity identification models, integrating theoretical knowledge and practical tools, and is able to implement them in practice [P7S_UW_03].

The student is able to analyze and interpret data in the context of business opportunity identification, using advanced research techniques [P7S_UW_04].

The student develops the ability to practically apply process modeling to identify and evaluate business opportunities in different market and organizational contexts [P7S_UW_07].

Social competences:

The student integrates knowledge from various fields, demonstrating awareness of the importance of an interdisciplinary approach in the process of identifying business opportunities [P7S_KK_01].

The student identifies, evaluates and analyzes potential business opportunities, taking into account their impact on the goals and strategy of the enterprise, and makes informed business decisions [P7S_KK_02].

Methods for verifying learning outcomes and assessment criteria

Learning outcomes presented above are verified as follows:

Implementation of the project using data related to the reality of a particular organization.

Programme content

Elements of the theory of opportunities; the Shumpeterian and Kirznerian model of identification of opportunities; goals and potential of the enterprise and its contingency external conditions.

Course topics

Elements of the theory of opportunities; the Shumpeterian and Kirznerian model of identification of opportunities; goals and potential of the enterprise and its contingency external conditions.

Teaching methods

The project on opportunity identification and its methodical synthesis with use of computer process modeling.

Bibliography

Basic:

Trzcieleński S., Pawłowski G. (2023). Knowledge in the Discovery of Market Opportunities. W: Proceedings of the 24th European Conference on Knowledge Management ECKM 2023. Vol. 1: Academic Conferences International Limited, Reading, UK, 2023, s. 1366-1374.

Trzcieleński S. (2021). Model of the Opportunity Recognition Process. In: Innovation Management and information Technology impact on Global Economy in the Era of Pandemic, IBIMA Conference, pp. 8733-8743.

Trzcieleński S. (2011) Przedsiębiorstwo zwinne, Wydawnictwo Politechniki Poznańskiej, Poznań.

Trzcieleński S., Trzcieleńska J. (2011). Some Elements of Theory of Opportunities, Human Factors and Ergonomics in Manufacturing & Service Industries 21 (2) 124-131.

Additional:

Krupski R. (2013). Rodzaje okazji w teorii i w praktyce zarządzania. Prace Naukowe Wałbrzyskiej Wyższej Szkoły Zarządzania i Przedsiębiorczości, T. 21, Wałbrzych.

Yitshaki, R., Kropp, F. (2018). Revisiting entrepreneurial motivation and opportunity recognition. In: A Research Agenda for Entrepreneurial Cognition and Intention, Edward Elgar Publishing Ltd., pp. 122-141.

Breakdown of average student's workload

| | Hours | ECTS |
|--|-------|------|
| Total workload | 25 | 1,00 |
| Classes requiring direct contact with the teacher | 10 | 0,50 |
| Student's own work (literature studies, preparation for laboratory classes/ tutorials, preparation for tests/exam, project preparation) | 15 | 0,50 |