

**COURSE CHART****I. General information**

Course title	Entrepreneurship workshop
Course title in Polish	Przedsiębiorczość - warsztaty
Field of study	Biotechnology, mathematics, informatics,
Study level	Level I - licentiate
Form of study	Full time
Field of science	Management and quality sciences
Course language	English

Course coordinator/responsible person	Prof. Dr hab. Tomasz Stuczyński
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Form of classes ( <i>from closed catalogue library</i> )	Number of hours	Semester	ECTS points
Lecture			2
Discussion session			
Exercises			
Laboratory			
Workshop	30	II	
Seminar			
Pro-seminar			
Language course			
Internship			
Field work			
Diploma laboratory			
Translatorium			
Study visit			

Prerequisites	Basic knowledge of business subjects - high school level syllabus
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**II. Course objectives**

1. Understanding the dynamic role of entrepreneurship in the economy and the importance of small businesses
2. Organizing and Managing a Small Business
3. Financial Planning and Control
4. Forms of Ownership for Small Business
5. Strategic Marketing Planning
6. Business Plan Creation for start-ups
7. Stress management
8. Team building and communication
9. New Product or Service Development
10. Developing sales skills

### III. Learning outcomes for the course in relation to study field outcomes

Symbol	Outcome description	Study field outcomes
<b>KNOWLEDGE</b>		
W_01	Knowledge of the activities involved in entrepreneurship	Un_P_W01
W_02	Knowledge about setting up business strategies and plans of small ventures	Un_P_W01
W_03	Knowledge about barriers in running an enterprise – identifying resources and risks	Un_P_W01
W_04	Awareness about communication methods and solving crises	Un_P_W01
W_05	Knowledge about cash flows and budgeting	Un_P_W01
<b>SKILLS</b>		
U_01	Ability to objectively assess available resources	Un_P_U01
U_02	Ability to formulate personal and business goals	Un_P_U01
U_03	Ability to perform expertly selling and recognize clients needs	Un_P_U01
U_04	Ability to construct budgets - revenue and investment planning, cost control	Un_P_U01
U_05	Ability to transform an innovative business idea into a start-up	Un_P_U01
<b>SOCIAL COMPETENCES (ATTITUDES)</b>		
K_01	Ability to give and receive constructive feedback as a basic model of communication in business	Un_P_K01
K_02	Ability to recognize business opportunities through an understanding of existing economic and social landscapes	Un_P_K01
K_03	Ability to create products and services responding to market and social needs – understanding that maximizing the profit is not the ultimate goal of socially responsible business.	Un_P_K01

### IV. Course content description/ program content

<p>This course provides business and non-business majors with the skills necessary to succeed as an entrepreneur. The fundamentals of starting and operating a business, developing a business plan, obtaining financing, marketing a product or service and developing an adequate accounting system will be covered. Strong emphasis will be put on communication, planning and managing in business, operations improvement through LEAN method, conflict resolution, and management</p>
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### V. Methods of realization and verification of learning outcomes

Outcome symbol	Teaching methods <i>(choice list)</i>	Verification methods <i>(choice list)</i>	Ways of documenting <i>(choice list)</i>
<b>KNOWLEDGE</b>			
W_01	Conversational lecture	Presentation	Presentation rating card
W_02	Conversational lecture	Presentation	Presentation rating card
W_03	Conversational lecture	Presentation	Presentation assessment

			chart
<b>SKILLS</b>			
U_01	Practical classes	report	Report printout
U_02	Practical classes	report	Report printout
U_03	Practical classes	report	Report printout
U_04	Practical classes	report	Report printout
U_05	Practical classes	report	Report printout
<b>SOCIAL COMPETENCES (ATTITUDES)</b>			
K_01	Discussion	presentation	Presentation rating card
K_02	Discussion	Presentation	Presentation rating card
K_03	Discussion	Presentation	Presentation rating card

#### VI. Scoring criteria, weights...

The graded assessment consist of the following elements:

Written test 40%,

Presentation of business plan 40%

Participation in discussion and exercises 20%,

Assessment criteria for the written test:

91 - 100% points - grade 5,0

81 - 90% points - grade 4,5

71 - 80% points - grade 4,0

61 - 70% points - grade 3,5

50 - 60% points - grade 3,0

#### VII. Student workload

Form of student activity	Number of hours
Number of hours in contact with the teacher	<b>40</b>
Number of ours of student's individual work	<b>30</b>

#### VIII. Literature

Basic readings
Finkel D., Harkness S (2017) Build a Business, Not a Job! Grow Your Business & Get Your Life Back Published by Bradstreet and Sons. <a href="https://free-management-ebooks.tradepub.com">https://free-management-ebooks.tradepub.com</a>
Additional readings
Kotler, P. (2011) Reinventing Marketing to Manage the Environmental Imperative Journal of Marketing vol:75 no. 4: 132 -135





