

Course title: ENTREPRENEURSHIP

ECTS credit allocation (and other scores): 3,5

Semester: autumn

Level of study: ISCED-7 - second-cycle programmes (EQF-7)

Branch of science: Social sciences

Language: English

Number of hours per semester:

Course coordinator/ Department and e-mail: dr hab. Marian Oliński, prof. UWM / olinski@uwm.edu.pl

Type of classes: classes and lectures

Substantive content

CLASSES: Initial business concept: Ideas for your own business. Ambitious self-owned business – key determinants of success. Key attributes of the new venture. Why is it worth to invest in the venture. Define the market. Market conditions (market where the business will be active). The profile of the client, key factors included in the venture's competitive advantage, key market parameters for the venture -market capacity, growth dynamics, entry barriers. The profile of competitors. Planned marketing activities (marketing mix – 4P's). The team necessary to launch and run the business. The technology required for production and sales operations. Financing assumptions for the business concept. Financial Analysis (sales, costs, working capital, capital expenditures, financing structure). Methods of assessment of planned, entrepreneurial projects -Net Present Value (NPV); Internal Rate of Return (IRR).

LECTURES: Entrepreneurship how to understand? Entrepreneurship and your passion. Why schools should teach entrepreneurship? Own business – pros and cons. Planning in entrepreneurship (Why a Business Plan is important)? Micro, small and medium-sized enterprises – definition, their role in modern economy. Organizational and legal forms of enterprises. Forms of supporting entrepreneurship. Success entrepreneurship stories. Business model concept.

Learning purpose: The aim of the course is learning entrepreneurial attitudes and familiarize students with the principles of the organization and conduct of its business. Indication of the practical application of patterns, strategies and methods to be followed in the conditions of a free market economy and to develop skills realistic assessment of the situation with the potential and the ability to change it to your advantage.

On completion of the study programme the graduate will gain:

Knowledge: Student using the methods of economic and financial analysis can construct your own plan of economic activity

Skills: The student is able to actively participate in the group developing economic projects - creating their own business concept (division of responsibilities in the group)

Social Competencies: The student is able to think and act in an entrepreneurial way

Basic literature: Hougaard S, The business idea. The Early Stages of Entrepreneurship, wyd. Springer, 2005, t. -, s. 228; 3) Aulet B., Disciplined Entrepreneurship, wyd. John Wiley & Sons, Inc., 2013 , s. 272



Supplementary literature: 1) Casson M., Entrepreneurship. Theory, Networks, History, wyd. Edward Elgar Publishing Limited, 2010, t. -, s.400; 2) Wissema J.G., Toward the Third Generation University, wyd. Edward Elgar Publishing Limited, 2009, s.252

The allocated number of ECTS points consists of: 3,5

Contact hours with an academic teacher: 1,88

Student's independent work: 1,62