

Subject card

Subject name and code	Basic micro-entrepreneurship, PG_00158056						
Field of study	Quantum Information Technology						
Date of commencement of studies	October 2025		Academic year of realisation of subject		2026/2027		
Education level	Master's studies		Subject group		Obligatory subject group in the field of study Humanistic-social subject group		
Mode of study	full-time studies		Mode of delivery		at the university		
Year of study	2		Language of instruction		English		
Semester of study	4		ECTS credits		3.0		
Learning profile	academic		Assessment form		credit		
Conducting unit	Department of Macroeconomics -> Faculty of Economics -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		dr Andrzej Poszewiecki				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	15.0	15.0	0.0	0.0	0.0	30
	E-learning hours included: 0.0						
Learning activity and number of study hours	Learning activity	Participation in didactic classes included in study plan		Participation in consultation hours		Self-study	SUM
	Number of study hours	30		0.0		15.0	45
Subject objectives	To inform and encourage students to develop the knowledge and skills required to better understand the small business sector.Providing you with the technical and business skills you need to start and run a new businessRaising students' awareness of self-employment as a career option (the message that you can become not only an employee, but also an entrepreneur)Promoting the development of personal characteristics relevant to entrepreneurship, such as creativity, risk-taking and responsibility						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[QITL3_K04] understands and appreciates the importance of intellectual honesty in one's own and other people's actions; is aware of ethical problems in the context of research integrity	Student is ready to think and act in an entrepreneurial manner; adapts to new situations and conditions, undertakes challenges of creative thinking; is resilient to failures; can identify threats and assess the risk of their occurrence	[SK1] oral statement/conversation/discussion [SK4] test/exam - oral or written
	[QITL3_W10] knows the general principles of creating and developing forms of individual entrepreneurship, using knowledge in the field of physics and other exact and natural sciences	Student knows and understands the basic principles of establishing and developing various forms of entrepreneurship	[SW4] test/exam - oral or written [SW1] oral statement/conversation/discussion
	[QITL3_W09] knows and understands the basic concepts and principles of industrial property and copyright protection and the need to manage intellectual property resources; knows the rules for using patent information resources	Student knows and understands the basic principles of establishing and developing various forms of entrepreneurship	[SW4] test/exam - oral or written [SW1] oral statement/conversation/discussion
	[QITL3_K09] can think and act in an entrepreneurial way	Student is ready to think and act in an entrepreneurial manner; adapts to new situations and conditions, undertakes challenges of creative thinking; is resilient to failures; can identify threats and assess the risk of their occurrence	[SK1] oral statement/conversation/discussion [SK4] test/exam - oral or written

Subject contents

1. Introduction to Small Business Operations

- Small Business Types
- Characteristics of Small Business Owners
- Questionnaire
- Mission Development
- Executive Summary Development

2. Business Model Canvass

- Business Description
- Product Description
- Organizational Data (HR plan)

3. Competitive Analysis and Marketing Strategy

- Advertising
- Publicity
- Promo Strategy Checklist
- Net Promoter Score

4. Operations

- From Strategy to Operations
- Facilities, Equipment, Supplies
- Technology, Skills, Processes
- Management Approaches
- POLC
- Mintzbergs 10 Managerial Roles

	5. Finance · Budgets (fixed and variable expenses) · Reports · V.C. · Loans · Sales Estimates 6. Students Presentations 7. Wrap up and final presentations		
Prerequisites and co-requisites			
Assessment methods and criteria	Subject passing criteria exam	Passing threshold 50.0%	Percentage of the final grade 100.0%
Recommended reading	Basic literature	Bygrave, W. D. and A. Zacharakis, eds., The Portable MBA in Entrepreneurship, J. Wiley & Sons, 2010 Osterwalder and Pigneur, Business Model Generation, Wiley & Sons, 2010 Gregory Kishel and Patricia Kishel, How to Start, Run, and Stay in Business (Forth Addition) 2005	
	Supplementary literature	Kaplan J.M., Warren A. C., Patterns of Entrepreneurship Management, Wiley & Sons, 2010 Katz, J.A., & Green, R.P., Entrepreneurial Small Business (2nd Ed). McGraw-Hill, 2010	
	eResources addresses		
Example issues/ example questions/ tasks being completed			
Work placement	Not applicable		

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