University of Gdańsk

Subject card

Subject name and code	Innovative entrepreneurship, PG_00177426						
Field of study	Economics						
Date of commencement of studies	October 2024		Academic year of realisation of subject	2024/2025			
Education level	Master's studies		Subject group	Optional subject group			
Mode of study	part-time studies		Mode of delivery	e-learning			
Year of study	1		Language of instruction	Polish			
Semester of study	1		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	20.0	0.0	0.0	0.0	0.0	20
	E-learning hours included: 20.0						
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	20		0.0		0.0	20
Subject objectives	The aim of the elective course is to complement the implementation of selected educational objectives in the field of knowledge, skills and social competences provided for economics and/or international economic relations majors.						

Learning outcomes

Course outcome	Subject outcome	Method of verification
[EKONMU2_U06] can practically apply various forms and range of acquired knowledge in economics, finance and management, supplementing it with an independent critical analysis of its efficiency and usefulness	The student is able to apply in practice various forms and scope of acquired knowledge in economics, finance and management, independently analyzing the effectiveness and usefulness of undertaken innovative activities.	[SU2] presentation/project/paper/ report
[EKONMU2_W08] has an in-depth knowledge of processes occurring in enterprises and economic organisations and with related areas, as well as of processes of change in public institutions; knows methods of research on the regularities governing these changes, taking into account the influence of external stakeholders on them	The student has in-depth knowledge of the processes taking place in enterprises and economic organizations, as well as changes in public institutions, knowing the methods of examining these processes and the influence of external stakeholders.	[SW2] presentation/project/paper/ report
[EKONMU2_U14] can appropriately identify priorities and plan and organise tasks related to their implementation, as well as monitor and assess progress	The student is able to effectively plan, organize, monitor and evaluate tasks, setting priorities appropriately.	[SU2] presentation/project/paper/ report
[EKONMU2_W03] has a knowledge of relations between economic phenomena, entities and organisations as well as public institutions functioning in the national, international and intercultural spheres	The student has advanced knowledge of the relationship between phenomena, economic entities and public institutions at the national, international and intercultural level.	[SW2] presentation/project/paper/ report
[EKONMU2_K03] inspires and organises preparation of economic and social projects, following the idea of sustainable development, reconciling legal, economic, ecological, political and social requirements	The student is able to inspire and organize economic and social projects in line with the idea of sustainable development, combining legal, economic, ecological, political and social requirements.	[SK2] presentation/project/paper/ report
[EKONMU2_W04] has an in-depth knowledge of different types of economic and social ties and regularities governing them; has an in-depth knowledge of economic and financial ties between enterprises	The student knows various types of economic and social ties and the regularities between them, having in-depth knowledge of economic and financial ties between enterprises.	[SW2] presentation/project/paper/ report

Subject contents

1 Why run your own business?2 Features and skills of leaders of new ventures3 From idea to initial business concept4 Choosing a legal form for a new venture5 Sources of financing6 Financial and accounting system7 Founding team, staff, organizational culture of the company at the start8 How to appear on the market?9 Franchising10 Using the potential of the Internet11 Starting a company - and what next

Prerequisites and co-requisites

Assessment methods and criteria

Subject passing criteria	Passing threshold	Percentage of the final grade
project	50.0%	100.0%

Recommended reading

Basic literature	J. Cieślik, Przedsiębiorczość dla ambitnych. Jak uruchomić własny biznes, Wydawnictwa Akademickie i Profesjonalne, Warszawa, 2006
Supplementary literature	P. F. Drucker, Innowacja i przedsiębiorczość. Polityka i zasady, PWE, Warszawa 1992 L. Lewandowska, Niekonwencjonalne formy finansowania przedsiębiorczości, ODDK, Gdańsk 1999 L. Lewandowska, Rozwój firmy. Koncepcje zarządzania i finansowania, ODDK, Gdańsk 2001 Ph. Kotler, Marketing. Analiza, planowanie, wdrażanie, kontrola, Gebethner i S-ka, Warszawa 1994. M. Porter, Strategia konkurencji, Państwowe Wydawnictwo Ekonomiczne, Warszawa 1994.
eResources addresses	

Example issues/ example questions/ tasks being completed

Work placement	Not applicable

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