

Subject card

Subject name and code	Green Business Venturing, PG_00094039						
Field of study	Economics, International Economic Relations						
Date of commencement of studies	October 2023		Academic year of realisation of subject		2025/2026		
Education level	Bachelor's studies		Subject group		Obligatory subject group in the field of study Optional subject group		
Mode of study	full-time studies		Mode of delivery		at the university		
Year of study	3		Language of instruction		Polish none		
Semester of study	6		ECTS credits		5.0		
Learning profile	academic		Assessment form		credit		
Conducting unit	Department of Macroeconomics -> Faculty of Economics -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		dr hab. Przemysław Kulawczuk				
	Teachers		dr hab. Przemysław Kulawczuk				
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	30.0	0.0	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		0.0	30
Subject objectives	The main aim of the course in Green Business Venturing is to develop innovative spirit in the area of seeking good business opportunities in the area of green business, building skills how to use those opportunities and convert them into the working business models and finally how to defend the worked out business models in front of venture investors. Besides, the participants will learn a substantial piece of knowledge about green business, new life styles and how to join the main stream of the new generation development.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[MSG3_W07] knows and understands types of economic ties and regularities governing them, including the principles of functioning of the market and the market mechanism, both in the national and international aspect	knows and understands the types of economic relations and the rules that govern them, including the principles of market functioning and the market mechanism related to the green economy	[SW5] implementation of a problem task
	[MSG3_K05] correctly identifies, diagnoses and solves dilemmas and various options of solutions related to the profession	correctly identifies, diagnoses and resolves dilemmas related to running a green business and various variants of solutions related to it	[SK5] implementation of a problem task
	[EKONL3_U09] is able to prepare written work, in Polish and in a foreign language, on specific economic and social issues, using specialist terminology, theoretical and methodological approaches, principles of collecting data from various sources, their description and interpretation, making inferences based on scientific literature and factual data, and making international comparisons	can prepare written works in English on specific issues related to start-ups and business model projects	[SU2] presentation/project/paper/report
	[EKONL3_U11] has language skills in economics which meet the requirements of level B2 of the Common European Framework of Reference for Languages	has language skills in the field of economics, in line with the requirements specified for level B2, which is necessary when preparing a project of a green enterprise business model	[SU2] presentation/project/paper/report
	[MSG3_U14] can interact and work in a team (including an international one), taking various roles within it	is able to cooperate and work in a group (including in an international environment), taking on various roles, especially in preparing a green business model	[SU2] presentation/project/paper/report
	[EKONL3_W08] has knowledge of the processes of changing elements, enterprises and whole structures of economic organisations, as well as the processes of changing social institutions, knows what their causes, course, scale, consequences are and what the influence of external stakeholders is on them	has knowledge about the processes of changing elements, enterprises and entire structures of economic organizations, especially in relation to the green entrepreneurship sector	[SW5] implementation of a problem task
	[EKONL3_W11] knows the general principles for the creation and development of forms of individual entrepreneurship, using knowledge of economics, finance and management sciences	knows the general principles of creating and developing forms of individual entrepreneurship, using knowledge of economics, finance and management sciences, especially in relation to the segment of micro and small companies	[SW5] implementation of a problem task
	[MSG3_W11] has an advanced knowledge of (legal, organisational, ethical) rules and norms organising economic structures and institutions (in particular those on the international market)	has advanced knowledge of the rules and norms (legal, organizational, ethical) that organize economic structures and institutions in the green economy segment	[SW5] implementation of a problem task
	[MSG3_K06] is ready to be guided in his/her professional life by business ethics and corporate social responsibility, to respect others and to be loyal to his/her employer	is ready to be guided by business ethics and corporate social responsibility in his/her professional life, especially in relation to green business	[SK5] implementation of a problem task
	[EKONL3_U14] is able to set priorities and plan and organise the tasks involved in their implementation as well as monitor and evaluate progress accordingly	is able to set priorities appropriately and plan and organize tasks related to their implementation, as well as monitor and evaluate progress in relation to the design of business models in the green economy	[SU2] presentation/project/paper/report

Course outcome	Subject outcome	Method of verification
[MSG3_W13] gospodarczych w otoczeniu krajowym i międzynarodowym, ze szczególnym uwzględnieniem Unii Europejskiej has a well-structured knowledge of the functioning of business entities in the national and international environment, with particular emphasis on the European Union	has structured knowledge regarding the functioning of green economy economic entities in the national and international environment,	[SW5] implementation of a problem task
[EKONL3_K04] is willing to think and act in an entrepreneurial manner; adapts to new situations and conditions, takes on the challenges of creative thinking, is resilient in the face of failure, is able to identify risks and assess the risks of failure	is ready to think and act in an entrepreneurial manner; adapts to new situations and conditions, takes on the challenges of creative thinking in the field of green business design	[SK2] presentation/project/paper/report
[EKONL3_K01] recognises the importance of economic knowledge in identifying and solving economic problems and of consulting experts when difficulties in solving them independently	recognises the importance of economic knowledge in the process of identifying and solving economic problems, especially in relation to green enterprises	[SK5] implementation of a problem task
[EKONL3_U13] be able to interact and work in a group (including an international one), assuming various roles within it	is able to cooperate and work in a group (including in an international environment), taking on various roles, including in the preparation of an ecological company project	[SU2] presentation/project/paper/report
[EKONL3_W02] has advanced knowledge of the different types of existing business entities and organisations and public institutions	has advanced knowledge of the different types of existing entities and economic organizations operating in the green entrepreneurship sector	[SW5] implementation of a problem task
[MSG3_W05] knows and understands the basic principles of establishing and developing various forms of entrepreneurship	knows and understands the basic principles of creating and developing various forms of green entrepreneurship	[SW5] implementation of a problem task
[MSG3_U04] uses the acquired theoretical knowledge in economics to analyse and evaluate the operation of economic entities on the international market, with particular emphasis on the European Union market	uses his theoretical knowledge in economics to analyse and evaluate the functioning of green enterprises on the international market,	[SU2] presentation/project/paper/report
[MSG3_U11] has language skills in the field of economics, specific to the field of study of International Economic Relations, in accordance with the requirements of Level B2 of the Common European Framework of Reference for Languages	has language skills in the field of economics, in line with the requirements specified for level B2 in the field of green entrepreneurship in an international perspective	[SU2] presentation/project/paper/report
[MSG3_U13] can prepare presentations and oral speeches on selected specific problems concerning international economic relations (in connection with the chosen speciality within International Economic Relations), using basic theoretical approaches, specialist terminology, principles of collecting data from various sources, their description and interpretation, and drawing conclusions based on scientific literature	has the ability to prepare presentations and oral speeches in English regarding the functioning of green business	[SU2] presentation/project/paper/report
[EKONL3_K03] participates in the preparation of economic and social projects, being able to reconcile legal, economic, ecological, political and social requirements	participates in the preparation of green economy business model projects, being able to reconcile legal, economic, ecological, political and social requirements	[SK2] presentation/project/paper/report

	Course outcome	Subject outcome	Method of verification
	[MSG3_K03] participates in the preparation of economic and social projects; can reconcile legal, economic, ecological, political and social requirements	participates in the preparation of green economy business model projects, is able to reconcile legal, economic, ecological, political and social requirements	[SK2] presentation/project/paper/report
Subject contents	1. Green and healthy life and new lifestyles - lecture and interactive group discussion 2. New needs and cultural patterns possible for green business exploitation - lecture and interactive group discussion 3. Definition of green business: presentation of solutions used in different countries and group discussion 4. Business knowledge and know-how. How to learn them? Green branch knowledge and skills. Selection of thematic approach for group projects 5. Building creative ideas for new green ventures. Introductory lecture and group project work 6. Planning new green ventures - Osterwalder business model application - introductory lecture and group project work 7. Green business marketing. Introductory lecture and group project work 8. Building customers relations in green products and services. Introductory lecture and group project work 9. Financing green ventures. Introductory lecture and group project work 10. Green business international. Introductory lecture and group project work 11. Strategies of small business expansion on new markets. Introductory lecture and group project work 12-15. Groups presentations of green business models and defence ahead of virtual venture investors		
Prerequisites and co-requisites			
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	50% assessment of activity during classes, 50% quality and innovation of presentation	51.0%	100.0%
Recommended reading	Basic literature	1. Dean A. Shepherd, Michael P. Peters, Robert D. Hisrich, Entrepreneurship, Irwin Professional, 2007 2. Masters business models projects in green business, Faculty of Economics 2013-2017 3. How to set up your own small business, American Institute of Small Business, 1991 4. Cardullo M. Technological Entrepreneurism, Research Studies Press, 1999 5. Enabling local green growth. Addressing Climate Change Effects on Employment and Local Development, OECD Paris 2012	
	Supplementary literature	Electronic publications delivered by the lecturer	
	eResources addresses		

Example issues/ example questions/ tasks being completed	Matching ecological life style values with green business propositions Using problem inventory analysis to modify green business product Brainstorming in solving environmental pollution problem in the community / motivate youth to eat fish etc. Developing green business business model working in small teams Defending green business proposition in the group of potential investors
Work placement	Not applicable

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