

## Subject card

|                                             |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                                                          |                                         |                                     |                                                                          |            |     |
|---------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------|-----------------------------------------|-------------------------------------|--------------------------------------------------------------------------|------------|-----|
| Subject name and code                       | Green Business Venturing, PG_00094039                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                                                          |                                         |                                     |                                                                          |            |     |
| Field of study                              | Economics, International Economic Relations                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                                                          |                                         |                                     |                                                                          |            |     |
| Date of commencement of studies             | October 2024                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                                                          | Academic year of realisation of subject |                                     | 2025/2026                                                                |            |     |
| Education level                             | Master's studies                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                                                          | Subject group                           |                                     | Obligatory subject group in the field of study<br>Optional subject group |            |     |
| Mode of study                               | full-time studies                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                                                          | Mode of delivery                        |                                     | at the university                                                        |            |     |
| Year of study                               | 2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                                                          | Language of instruction                 |                                     | Polish<br>none                                                           |            |     |
| Semester of study                           | 4                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                                                          | 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 objective of the Green Business Venturing course is to develop the innovative spirit in terms of searching for good business opportunities in the area of green business, building the skills to exploit these opportunities and transform them into working business models, and finally, how to defend developed business models against venture investors.<br>In addition, participants will gain essential knowledge about green business, new lifestyles and how to join the mainstream of next-generation development. |                                                          |                                         |                                     |                                                                          |            |     |

| Learning outcomes | Course outcome                                                                                                                                                                                                                                                                                                                                  | Subject outcome                                                                                                                                                                                         | Method of verification                  |
|-------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------|
|                   | [MSGMU2_K07] is ready to observe and develop the principles of professional ethics and corporate social responsibility, takes into account changing social needs, respects the diversity of opinions and cultures, and is professional and loyal towards the employer                                                                           | is ready to respect and develop the principles of professional ethics and corporate social responsibility, especially in relation to the green economy                                                  | [SK5] implementation of a problem task  |
|                   | [MSGMU2_K06] is ready to independently identify, diagnose and responsibly resolve dilemmas and alternative solutions related to his/her profession and the development of professional achievements                                                                                                                                             | is ready to independently identify, diagnose and responsibly resolve dilemmas related to green business and various variants of solutions related to it                                                 | [SK5] implementation of a problem task  |
|                   | [MSGMU2_K04] is ready to think and act in an entrepreneurial manner; adapts to new situations and conditions; undertakes challenges of creative thinking; acquires resilience to failures; assesses risks and threats and finds ways of counteracting their effects                                                                             | is ready to think and act in an entrepreneurial manner; adapts to new situations and conditions, takes on the challenges of creative thinking, especially in the area of designing new green businesses | [SK2] presentation/project/paper/report |
|                   | [EKONMU2_K04] is ready to think and act in an entrepreneurial manner; adapts to new situations and conditions; undertakes challenges of creative thinking; acquires resilience to failures; can assess risks and threats and find ways of counteracting their effects                                                                           | is ready to think and act in an entrepreneurial manner; adapts to new situations and conditions, takes on the challenges of creative thinking, especially in the area of designing new green businesses | [SK2] 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                                                                                                                                     | inspires and organizes the preparation of business model projects in line with the idea of sustainable development, able to reconcile legal, economic, ecological, political and social requirements    | [SK5] implementation of a problem task  |
|                   | [MSGMU2_U14] has a thorough ability to prepare specialist oral presentations on economic and social issues, using specialist theoretical approaches, the principles of collecting data from various sources, their description and interpretation, and drawing conclusions on the basis of scientific literature; can prepare and lead a debate | has an in-depth ability to prepare specialist oral presentations in English, especially in connection with defending one's own business proposal in front of a group of listeners                       | [SU2] presentation/project/paper/report |
|                   | [MSGMU2_U12] can manage teamwork, cooperate and work in a team, in particular an international one, taking a leading role in it                                                                                                                                                                                                                 | is able to manage the work of a team and cooperate and work in a team, especially an international one, taking on a leading role, especially in team work on a project                                  | [SU2] presentation/project/paper/report |
|                   | [MSGMU2_U09] can innovatively solve problems in the field of international economic relations and the functioning of economic entities on the international market, adapting existing or developing new methods and tools                                                                                                                       | is able to innovatively solve tasks in the field of green economy in an international context, including green business issues                                                                          | [SU5] implementation of a problem task  |
|                   | [MSGMU2_U06] can identify types of risks related to international operations of enterprises and correctly determine their consequences and methods of mitigation, with a skilful application of theory, using appropriate research method                                                                                                       | can identify the types of risks associated with the international activities of green enterprises and take action to limit them                                                                         | [SU2] presentation/project/paper/report |
|                   | [EKONMU2_U11] has language skills in the field of economics, which comply with the requirements of level B2+ according to the Common European Framework of Reference for Languages                                                                                                                                                              | has language skills in the field of economics, in line with the requirements specified for the B2+ level, which is especially necessary when developing a project and delivering a presentation         | [SU2] presentation/project/paper/report |

|  | Course outcome                                                                                                                                                                                                                                                                                                                               | Subject outcome                                                                                                                                                                                   | Method of verification                  |
|--|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------|
|  | [MSGMU2_W10] has an in-depth knowledge of the legal, cultural and financial conditions related to business operations, in particular those of an international nature                                                                                                                                                                        | has in-depth knowledge of the legal, cultural and financial conditions related to running a green business, especially of an international nature                                                 | [SW5] implementation of a problem task  |
|  | [MSGMU2_W09] has an in-depth knowledge of selected areas of the functioning of a modern enterprise in the national and international environment; understands the conditions, principles and consequences of decisions taken in its structures aiming at the development, and the dependencies among enterprises on the international market | has in-depth knowledge of selected areas of operation of a modern green enterprise in the national and international environment                                                                  | [SW5] implementation of a problem task  |
|  | [EKONMU2_W11] knows the detailed principles of establishing and developing forms of individual entrepreneurship, using the knowledge of economics, finance and management sciences                                                                                                                                                           | knows the detailed principles of creating and developing forms of individual entrepreneurship in the green enterprise segment, using knowledge of economics, finance and management sciences      | [SW2] presentation/project/paper/report |
|  | [EKONMU2_W02] has an in-depth knowledge of various types of existing economic entities and organisations as well as an extended knowledge of public institutions                                                                                                                                                                             | has in-depth knowledge of the different types of existing economic entities and organizations in the green economy and extended knowledge of regulatory public institutions                       | [SW5] implementation of a problem task  |
|  | [MSGMU2_U03] can identify and analyse relations between business entities and institutions in their national and international environment                                                                                                                                                                                                   | is able to identify and analyse the links between green economic entities and regulatory institutions in their national and international environment                                             | [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         | has in-depth knowledge of the processes taking place in green enterprises and the impact of the public sphere in this regard                                                                      | [SW5] implementation of a problem task  |
|  | [MSGMU2_K03] is ready to actively participate in groups, organisations and institutions conducting professional projects concerning the functioning of economic entities in the conditions of globalisation and the development of integration processes                                                                                     | is ready to actively participate in groups, organizations and institutions implementing professional projects related to the functioning of the green economy                                     | [SK5] implementation of a problem task  |
|  | [EKONMU2_K05] correctly identifies, diagnoses and solves dilemmas and alternative solutions related to the profession                                                                                                                                                                                                                        | correctly identifies, diagnoses and resolves dilemmas related to green business and various variants of solutions related to it                                                                   | [SK5] implementation of a problem task  |
|  | [MSGMU2_U05] can apply the rules and standards of business activity in order to solve complex and atypical problems arising from international economic cooperation                                                                                                                                                                          | is able to use the rules and standards of green business to solve complex and unusual problems                                                                                                    | [SU2] presentation/project/paper/report |
|  | [MSGMU2_W11] has a theoretically grounded, in-depth knowledge of the key issues of managing a business entity on the national and international market and of selected detailed issues of the international supply chain                                                                                                                     | has theoretically based, in-depth knowledge of key issues related to managing a green business entity on the domestic and international market                                                    | [SW5] implementation of a problem task  |
|  | [MSGMU2_W12] has an in-depth knowledge and understanding of the principles of establishing and development of business entities, including forms of individual entrepreneurship                                                                                                                                                              | has a deeper knowledge and understanding of the principles of creating and developing business entities, including forms of individual entrepreneurship, especially in the field of green economy | [SW2] presentation/project/paper/report |

|                  | Course outcome                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | Subject outcome                                                                                                                                                                                                       | Method of verification                  |
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|                  | [EKONMU2_U10] has an advanced ability to prepare specialist oral presentations on economic and social issues, using specialist theoretical approaches, the principles of collecting various sources of data, their description and interpretation, and drawing conclusions based on scientific literature; can prepare and conduct a debate                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | has advanced skills in preparing specialized oral presentations in English on the subject of green business                                                                                                           | [SU2] presentation/project/paper/report |
|                  | [MSGMU2_U04] can use the acquired knowledge to formulate and solve complex problems related to the operation of economic entities on the international market, with particular emphasis on the European Union market                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | is able to use his/her knowledge to formulate and solve complex problems related to the functioning of green economic entities on the international market                                                            | [SU2] presentation/project/paper/report |
|                  | [EKONMU2_U13] can manage teamwork as well as interact and work in a team (including in an international environment) assuming a leading role in it                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | is able to manage the work of a team and cooperate and work in a team (including in an international environment), taking on a leading role, especially when working on a team project in the field of green business | [SU2] presentation/project/paper/report |
|                  | [EKONMU2_U07] can independently propose solutions to complex economic or social problems, select methods of analysis and conduct conclusive procedures in this respect                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | is able to independently propose solutions to a complex economic problem in the field of green business                                                                                                               | [SU2] presentation/project/paper/report |
|                  | [EKONMU2_U05] uses (legal, professional, ethical) normative systems and can effectively solve complex economic and social problems using them                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | uses normative systems (legal, professional, ethical) and is able to use them to effectively solve complex economic and social problems in the field of green business                                                | [SU2] presentation/project/paper/report |
| Subject contents | 1.Green and healthy life and new lifestyles - lecture and interactive group discussion<br><br>2. New needs and cultural patterns possible for green business exploitation - lecture and interactive group discussion<br><br>3. Definition of green business: presentation of solutions used in different countries and group discussion<br><br>4. Business knowledge and know-how. How to learn them? Green branch knowledge and skills. Selection of thematic approach for group projects<br><br>5. Building creative ideas for new green ventures. Introductory lecture and group project work<br><br>6. Planning new green ventures - Osterwalder business model application - introductory lecture and group project work<br><br>7. Green business marketing. Introductory lecture and group project work<br><br>8. Building customers relations in green products and services. Introductory lecture and group project work<br><br>9. Financing green ventures. Introductory lecture and group project work<br><br>10. Green business international. Introductory lecture and group project work<br><br>11. Strategies of small business expansion on new markets. Introductory lecture and group project work<br><br>12-15. Groups presentations of green business models and defence ahead of virtual venture investors |                                                                                                                                                                                                                       |                                         |

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| 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% assessment of quality and innovation of the project presentation                                                                                                                                                                                                                                                                                                   | 51.0%                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | 100.0%                        |
| Recommended reading                                            | Basic literature                                                                                                                                                                                                                                                                                                                                                                                                  | 1. Dean A. Shepherd, Michael P. Peters, Robert D. Hisrich, Entrepreneurship, Irwin Professional, 2007<br><br>2. Masters business models projects in green business, Faculty of Economics 2013-2017<br><br>3. How to set up your own small business, American Institute of Small Business, 1991<br><br>4. Cardullo M. Technological Entrepreneurism, Research Studies Press, 1999<br><br>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/<br>example questions/<br>tasks being completed | Matching the values of an ecological lifestyle to green business propositions<br>Using problem inventory analysis to modify a green business product<br>Brainstorming to solve the problem of environmental pollution in the commune / motivating young people to eat fish etc.<br>Developing a green business model in small teams<br>Defending the green business proposition to a group of potential investors |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                               |
| Work placement                                                 | Not applicable                                                                                                                                                                                                                                                                                                                                                                                                    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                               |

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