

Subject card

Subject name and code	Green Business Venturing, PG_00094039						
Field of study	International Business						
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
	[IBL3_W02] knows and understands fundamental concepts and terminology of international business, international economic and financial relations and complementary disciplines	knows and understands basic concepts and terminology in the field of international business, international economic and financial relations and related fields in relation to the green economy	[SW2] presentation/project/paper/report
	[IBL3_W09] knows and understands the basic economic, legal and other conditions of various activities related to the given qualification	knows and understands the basic economic, legal and other conditions of various activities related to running a green business	[SW2] presentation/project/paper/report
	[IBL3_U03] is able to perform tasks in uncertain conditions, solve complex issues of international business by appropriate selection information sources, conducting critical analysis and synthesis on the collected information and data	is able to perform tasks in conditions of uncertainty, solve complex problems of international business in the field of green economy	[SU5] implementation of a problem task
	[IBL3_U08] has language skills in the field of international business, economics and finance, in accordance with the requirements of Level B2 of the Common European Framework of Reference for Languages	has language skills in the field of international business, economics and finance, in line with the requirements of the B2 level, which is needed to develop a green business model project	[SU2] presentation/project/paper/report
	[IBL3_U09] is able to work individually and within teams, also of interdisciplinary character; can plan and organize own tasks and the works of teams	is able to work individually and in teams, also interdisciplinary; is able to plan and organize own tasks and team work, especially in relation to designing a green business model	[SU2] presentation/project/paper/report
	[IBL3_K03] is ready to take part in co-organizing activities for social environment and fulfil social obligations of international business stakeholders	is ready to participate in co-organizing activities for the social environment and fulfilling the social obligations of international business stakeholders in the sphere of green business functioning	[SK5] implementation of a problem task
	[IBL3_U05] can identify and evaluate selected risks related to international business	is able to identify and assess selected risks related to international business in the green economy sector	[SU5] implementation of a problem task
	[IBL3_U04] can use basic regulations and standards which determine business activity	is able to apply basic regulations and standards that determine economic activity, especially in relation to the green economy	[SU5] implementation of a problem task
	[IBL3_K01] is ready to recognise the importance of knowledge in the field of international business in identifying and solving business theoretical and practical issues; is ready to consult with experts in case of facing difficulties in solving business issues individually	is ready to recognize the importance of international business knowledge in identifying and solving theoretical and practical business problems, especially in relation to the green economy	[SK5] implementation of a problem task
	[IBL3_K05] is ready to perform professional role in responsible manner, abide business ethics and business standards in working environment	is ready to perform his/her professional role in a responsible manner, observing business ethics and business standards in green business	[SK2] presentation/project/paper/report
	[IBL3_K04] is ready to think and act in an entrepreneurial manner	is ready to think and act in an entrepreneurial manner when designing a green company business model	[SK2] presentation/project/paper/report
	[IBL3_W06] knows and understands the relations and regularities between international business stakeholders i.a. business entities, public institutions, organisations; functioning in the national, international and intercultural realms	knows and understands the relationships and regularities between stakeholders of international business, including economic entities and public institutions, especially in the field of green economy	[SW5] implementation of a problem task
	[IBL3_W05] knows and understands basic principles of establishing and developing various forms of entrepreneurship	knows and understands the basic principles of establishing and developing various forms of green entrepreneurship, especially in the micro and small business segment	[SW2] 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: presenation of solutions used in defferent 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 bussiness 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% 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 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 the values of an ecological lifestyle to green business propositions Using problem inventory analysis to modify a green business product Brainstorming to solve the problem of environmental pollution in the commune / motivating young people to eat fish etc. Developing a green business model in small teams Defending the green business proposition to a group of potential investors
Work placement	Not applicable

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