

Subject card

Subject name and code	Entrepreneurship, PG_00178747						
Field of study	Management						
Date of commencement of studies	October 2025		Academic year of realisation of subject		2025/2026		
Education level	Master's studies		Subject group		Obligatory subject group in the field of study Subject group related to scientific research in the field of study		
Mode of study	part-time studies		Mode of delivery		at the university		
Year of study	1		Language of instruction		Polish -		
Semester of study	1		ECTS credits		5.0		
Learning profile	academic		Assessment form		exam		
Conducting unit							
Name and surname of lecturer (lecturers)	Subject supervisor		dr Joanna Próchniak				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	16.0	16.0	0.0	0.0	0.0	32
	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	32		2.0		91.0	125
Subject objectives	The course focuses on the real challenges and problems of entrepreneurship (including startups) in the (pre) start -up phase of creating new companies and their development . The overall goal is to improve students ' ability to define entrepreneurship problems , diagnose them , and recommend solutions . The course provides theoretical explanations and practical case studies on how entrepreneurs deal with development challenges . This will improve students' competence in assessing entrepreneurial opportunities and initiatives , as well as increase their readiness to start and develop new businesses independently.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[ZARZMU2_W09] The student possesses a comprehensive understanding of the principles involved in the creation and development of both traditional and modern forms of entrepreneurship, drawing from management, quality sciences, economics, and finance.	The student describes the organizational and legal forms of enterprises and various forms of entrepreneurship.	[SW4] test/exam - oral or written
	[ZARZMU2_W02] The student has an in-depth knowledge and understanding of various organizations, including their complexities, functional areas, internal processes, and their interactions with the environment.	The student explains the specifics of startups and other forms and manifestations of entrepreneurship.	[SW4] test/exam - oral or written
	[ZARZMU2_U02] The student can identify complex issues related to the organization's operations, the processes within it, and its relationships with a changing environment, proposing appropriate and innovative solutions.	The student identifies and interprets key aspects of the business model and financial issues.	[SU2] presentation/project/paper/report
	[ZARZMU2_K03] The student is ready to think and act entrepreneurially and responsibly, initiate, coordinate, and participate in projects that benefit the social environment and the public interest, and inspire others in this area.	The student works in a team and solves problems in the area of entrepreneurship.	[SK2] presentation/project/paper/report
Subject contents	Concepts and the Entrepreneurial Process Traditional and modern forms of entrepreneurship Global Entrepreneurship Challenges / Global Entrepreneurship Barriers to the development of entrepreneurship Ecosystems and stakeholders in entrepreneurship development Family entrepreneurship Business Fundamentals of Startups Designing a Business Model and Financial Plan Selected forms of entrepreneurship financing : equity (Venture Capital , Crowdfunding , IPO , cryptocurrencies - DeFi), debt How to prepare for a meeting with an investor and the investment process in acquiring an investor - strategic documents Ownership structure and investors ' expectations in the light of corporate governance Investor presentations		
Prerequisites and co-requisites	-		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	Projects – teamwork	51.0%	40.0%
	written exam	51.0%	60.0%
Recommended reading	Basic literature	1. Pasierbek W., Wach K. (red.), Przedsiębiorczość, Wydawnictwo Naukowe Akademii Ignatianum w Krakowie, Kraków 2022 2. Skrzypek-Ahmed S., Przedsiębiorczość. Podręcznik. Studia przypadków, Wyższa Szkoła Ekonomii i Innowacji w Lublinie, Lublin 2021 3. Lepczyński B., Próchniak J., Ewolucja pozabankowych form finansowania dłużnego przedsiębiorstw w Polsce (w:) Antonowicz P. (red.), Zarządzanie rozwojem przedsiębiorstwa: interaktywny podręcznik z zakresu zarządzania: repozytorium case study dla studentów, Wydawnictwo Uniwersytetu Gdańskiego, Gdańsk 2020 4. Lepczyński B., Próchniak J., Jak przekonać inwestora venture capital do pomysłu biznesowego - czyli jak przygotować skuteczny pitch deck? (w:) Antonowicz P. (red.), Zarządzanie rozwojem przedsiębiorstwa: interaktywny podręcznik z zakresu zarządzania: repozytorium case study dla studentów, Wydawnictwo Uniwersytetu Gdańskiego, Gdańsk 2020 5. Sadowska J., Kulturowe aspekty zarządzania projektami w przedsiębiorstwach rodzinnych, Difin, Warszawa 2020	
	Supplementary literature	1. Kędzierska-Szczepaniak A. Legal changes and the development of the equity crowdfunding market in Poland, Zeszyty Naukowe Politechniki Śląskiej. Organizacja i Zarządzanie, 2024, 192 2. Wodo W., Kuźma N., Przedsiębiorczość akademicka. Narzędzia i techniki planowania start-upu, Uniwersytet Przyrodniczy we Wrocławiu, Wrocław 2020 3. Janasz K., Kaczmarska B., Wasilczuk J.E., Przedsiębiorczość i finansowanie inwestycji, PWE, Warszawa 2020 4. Godlewska-Majkowska H., Przedsiębiorczość. Jak założyć i prowadzić własną firmę?, red. SGH, Warszawa 2009 5. Da Rin M., Hellmann, T., Fundamentals of entrepreneurial finance, Oxford University Press, 2020	

	eResources addresses	Basic https://www.parp.gov.pl - publikacje i raporty nt. przedsiębiorczości https://www.researchgate.net/publication/352212088_Przedsiębiorczosc_akademicka_narzedzia_i_tehniki_planupu - Przedsiębiorczość akademicka
Example issues/ example questions/ tasks being completed	Understanding the scalability of startups Preparing a pitch deck The investment process of a Venture Capital fund in a company Analysis of crowdfunding campaigns	
Work placement	Not applicable	

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