

Subject card

Subject name and code	Green Business Venturing, PG_00094039						
Field of study	Logistics and Mobility						
Date of commencement of studies	October 2024		Academic year of realisation of subject		2025/2026		
Education level	Master's studies		Subject group				
Mode of study	full-time studies		Mode of delivery		at the university		
Year of study	2		Language of instruction		Polish 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						
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
	[LMMU2_U06] can practically apply various forms and range of acquired knowledge in logistics and mobility, supplementing it with an independent critical analysis of its efficiency and usefulness	has the ability to use in practice various forms and scope of acquired knowledge in the field of logistics and mobility, including in green business	[SU5] implementation of a problem task
	[LMMU2_W08] has an in-depth knowledge of main and logistics 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 basic and logistic processes taking place in enterprises and economic organizations and at the interface with related areas, especially in green enterprises	[SW2] presentation/project/paper/report
	[LMMU2_K05] correctly identifies, diagnoses and solves dilemmas and alternative solutions related to the profession	correctly identifies, diagnoses and resolves the dilemmas of green business development and various variants of solutions related to it	[SK2] presentation/project/paper/report
	[LMMU2_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 in the field of green business	[SK2] presentation/project/paper/report
	[LMMU2_K03] inspires and organises preparation of projects in the field of logistics and mobility, following the idea of sustainable development, reconciling legal, economic, ecological, political and social requirements	inspires and organizes the preparation of projects in the field of green business, including logistics and mobility, in accordance with the idea of sustainable development,	[SK2] presentation/project/paper/report
	[LMMU2_U11] has language skills in the field of logistics and mobility, 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 logistics and mobility, in line with the requirements specified for the B2+ level, which is necessary when preparing a business model for a green company	[SU2] presentation/project/paper/report
	[LMMU2_U10] has an advanced ability to prepare specialist oral presentations on logistics and mobility 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 on green business, taking into account logistics and mobility issues	[SU2] presentation/project/paper/report
	[LMMU2_U07] can independently propose solutions to complex logistics and mobility problems, select methods of analysis and conduct conclusive procedures in this respect	potrafi samodzielnie proponować rozwiązania złożonego problemu z zakresu logistyki i mobilności w tym w ramach zielonych firm	[SU5] implementation of a problem task
	[LMMU2_W02] has an in-depth knowledge of various types of economic entities and organisations, which require logistics support or provide logistics services as well as an extended knowledge of public institutions	has in-depth knowledge of various types of business entities and organizations that require logistical support or provide logistical services, especially in an ecological manner	[SW5] implementation of a problem task

	Course outcome	Subject outcome	Method of verification
	[LMMU2_W07] has an in-depth knowledge of economic and financial principles governing the functioning and management of economic entities and organisations, which require logistics support or provide logistics services, as well as of systems of legal, organisational, professional, moral and ethical norms and rules organising public structures and institutions, both in the national and international spheres	has in-depth knowledge of the economic and financial principles of operation and management of economic entities and organizations that require logistical support, especially in the area of green economy	[SW5] implementation of a problem task
	[LMMU2_W10] knows the terms and principles of protection of industrial property and copyright, and understands the necessity of management of intellectual property resources	knows the concepts and principles of industrial property protection and copyright and understands the need to manage intellectual property resources in green business	[SW5] implementation of a problem task
	[LMMU2_U05] uses (legal, professional, ethical) normative systems and can effectively solve complex economic and social problems in logistics and mobility 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 logistics and mobility, and in particular in the green economy	[SU5] implementation of a problem task
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% assessment of quality and innovation of the project and 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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