

Subject card

Subject name and code	Green Business Venturing, PG_00021717						
Field of study	International Business						
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 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. 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
	[IBMU2_K06] 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	is ready to follow and develop the principles of professional ethics and corporate social responsibility when designing a green business	[SK2] presentation/project/paper/report
	[IBMU2_U05] can communicate in an international and culturally diverse environment, using advanced terminology of international business	is able to communicate in an international and culturally diverse environment, using advanced terminology in the field of green economy	[SU2] presentation/project/paper/report
	[IBMU2_U06] has language skills in the field of business which comply with the requirements of level B2+ of the Common European Framework of Reference for Languages	has business language skills that meet the requirements of the B2+ level, which is necessary when developing a business project in the field of green entrepreneurship	[SU2] presentation/project/paper/report
	[IBMU2_U08] can manage teamwork, cooperate and work in a team, in particular an international one, taking a leading role in it	is able to manage teamwork, cooperate and work in a team, especially an international one, playing a leading role in it, especially when working on a team project	[SU2] presentation/project/paper/report
	[IBMU2_U03] can accurately select and use sources of information on international business, evaluate, critically analyse and creatively interpret them, and can present them in an innovative way	is able to accurately select and use sources of information about international business, especially in the area of green economy	[SU2] presentation/project/paper/report
	[IBMU2_K05] is ready independently identify, diagnose and resolve dilemmas and alternative solutions related to international business	is ready to independently identify, diagnose and solve dilemmas related to green business and alternative solutions related to it	[SK5] implementation of a problem task
	[IBMU2_K04] is ready to inspire and organise projects for the benefit of the environment and the international business community, in accordance with the idea of sustainable development	is ready to inspire and organize projects for the environment and the international business community, in line with the idea of sustainable development, including in particular green business projects	[SK2] presentation/project/paper/report
	[IBMU2_K03] 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 a new green business	[SK2] presentation/project/paper/report
	[IBMU2_U07] can prepare oral presentations on economic and social issues, using specialist theoretical approaches with diverse audiences, can prepare and lead a debate	is able to prepare oral presentations on economic and social topics using specialized theoretical approaches in the field of green business	[SU2] presentation/project/paper/report
	[IBMU2_W09] knows and understands legal and cultural conditions related to international business,	knows and understands the legal and cultural conditions related to international business, especially in terms of the green economy	[SW5] implementation of a problem task
	[IBMU2_W08] knows selected areas of the functioning of a modern enterprise in the international environment; understands the conditions, principles and consequences of decisions taken in modern enterprise's structures dealing on the international market	knows selected areas of functioning of a modern enterprise in an international environment; with particular emphasis on green business	[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% activity during classes, 50% quality and innovation of presentation and project	51.0%	100.0%
Recommended reading	Basic literature	. 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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