University of Gdańsk

Subject card

Subject name and code	Entrepreneurship, PG_00187201					
Field of study	International Business					
Date of commencement of studies	October 2026		Academic year of realisation of subject		2027/2028	
Education level	Bachelor’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	full-time studies		Mode of delivery		at the university	
Year of study	2		Language of instruction		English	
Semester of study	4		ECTS credits		3.0	
Learning profile	academic		Assessment form		credit	
Conducting unit	Department of Sustainable Market Processes -> Faculty of Economics -> Rector					
Name and surname of lecturer (lecturers)	Subject supervisor	dr hab. Piotr Zientara, prof. UG				
	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	45.0	75
Subject objectives	The aim of this subject is to familiarize students with the theory and practice of entrepreneurship					

Learning outcomes

Course outcome	Subject outcome	Method of verification
[IBL3_U05] is able to identify and evaluate selected types of risk related to the activities of enterprises operating in the international business environment.	The student is able to identify and assess selected types of risk related to the activities of enterprises in the international business environment.	[SU1] oral statement/conversation/ discussion [SU4] test/exam - oral or written
[IBL3_W05] knows and understands the principles of establishing, operating and developing business activity, including in the context of the international economy.	the student knows and understands the basic principles of establishing and developing various forms of entrepreneurship	[SW4] test/exam - oral or written

Subject contents	**Entrepreneurship: theoretical framework** Notion of entrepreneurship (free enterprise) and the entrepreneur Entrepreneur - intrapreneur - manager Corporate entrepreneurship versus individual entrepreneurship A role schema and an event schema Theory of entrepreneurial cognition and social cognitive theory Prevention focus behaviour versus promotion focus behaviour Cognitive styles and entrepreneurship **Starting a business** Different types of companies Business-to-business (B2B) vs business-to-consumer (B2C) The main characteristics of a viable business plan **Business environment and its role in fostering entrepreneurship** Main characteristics of the free-market economy (free enterprise) and the centrally-planned system Government intervention in view of entrepreneurial activity Concept of ease of doing business and obstacles to entrepreneurship in different countries Significance of human and social capital for entrepreneurship **Entrepreneurship and innovation** Notion and implications of a knowledge-based economy Significance of technological progress and its impact on modern economies Nature of the innovation process (collaborative, interactive, exchange of tacit knowledge) Schumpeterian link between entrepreneurship and innovation Conceptualisations of the Japanese term ba Clusters (M. Porter), innovation and co-opetition (the Silicon Valley) Role of creativity in innovation generation

	Family businesses Definition and idiosyncracy of the family firm The concept of socioemotional wealth Advantages and disadvantages associated with family firms **Business ethics and entrepreneurship** Conceptualizations and implications of Corporate Social Responsibility Environmental sustainability and entrepreneurship During classes, students work on projects and assignments, which they discuss individually during open hours/consultations.	
Prerequisites and co-requisites	**A.** Formal requirements Macroeonomics **B.** Prerequisites Fundamental knowledge of business concepts such as accounting, finance; ability to think independently and to be creative.	
Assessment methods and criteria		

Subject passing criteria	Passing threshold	Percentage of the final grade
test multiple choice	51.0%	100.0%

Recommended reading		
	Basic literature	A.1. used during classes Bhide, A.V. (2000) The origin and evolution of new businesses, Oxford: Oxford University Press. A.2. self-study literature Drucker, P. (1985) Innovation and entrepreneurship, New York: HarperCollins Publishers.
	Supplementary literature	Höhmann, H.-H. and Welter, F. (2005). Trust and entrepreneurship: A West-East perspective.,Cheltenham, U.K.: Edward Elgar. Hofstede, G. (2001). Cultures consequences, comparing values, behaviors, institutions, and organizations across nations, Thousand Oaks, CA: Sage. Wright M. & Vanaelst I. (Eds.), Entrepreneurial teams and new business creation, Cheltenham, U.K.: Edward Elgar.

	eResources addresses	
Example issues/ example questions/ tasks being completed	The idea of clusters and innovation based on the example of Silicon Valley.	
Work placement	Not applicable	

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