

**Subject card**

<b>Subject name and code</b>	Entrepreneurship, PG_00178747						
<b>Field of study</b>	Management						
<b>Date of commencement of studies</b>	October 2026	<b>Academic year of realisation of subject</b>			2026/2027		
<b>Education level</b>	Master's studies	<b>Subject group</b>			Obligatory subject group in the field of study Subject group related to scientific research in the field of study		
<b>Mode of study</b>	part-time studies	<b>Mode of delivery</b>			at the university		
<b>Year of study</b>	1	<b>Language of instruction</b>			Polish		
<b>Semester of study</b>	1	<b>ECTS credits</b>			5.0		
<b>Learning profile</b>	academic	<b>Assessment form</b>			exam		
<b>Conducting unit</b>							
<b>Name and surname of lecturer (lecturers)</b>	<b>Subject supervisor</b>		dr Joanna Próchniak				
	<b>Teachers</b>						
<b>Lesson types</b>	<b>Lesson type</b>	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	<b>Number of study hours</b>	16.0	16.0	0.0	0.0	0.0	32
	E-learning hours included: 0.0						
<b>Learning activity and number of study hours</b>	<b>Learning activity</b>	Participation in didactic classes included in study plan		Participation in consultation hours		Self-study	SUM
	<b>Number of study hours</b>	32		2.0		91.0	125
<b>Subject objectives</b>	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_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
	[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_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_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
Subject contents	<p>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</p>		
Prerequisites and co-requisites	-		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	written exam	51.0%	60.0%
	Projects – teamwork	51.0%	40.0%
Recommended reading	Basic literature	<ol style="list-style-type: none"> <li>1. Pasierbek W., Wach K. (red.), Przedsiębiorczość, Wydawnictwo Naukowe Akademii Ignatianum w Krakowie, Kraków 2022</li> <li>2. Skrzypek-Ahmed S., Przedsiębiorczość. Podręcznik. Studia przypadków, Wyższa Szkoła Ekonomii i Innowacji w Lublinie, Lublin 2021</li> <li>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</li> <li>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</li> <li>5. Sadowska J., Kulturowe aspekty zarządzania projektami w przedsiębiorstwach rodzinnych, Difin, Warszawa 2020</li> </ol>	
	Supplementary literature	<ol style="list-style-type: none"> <li>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</li> <li>2. Wodo W., Kuźma N., Przedsiębiorczość akademicka. Narzędzia i techniki planowania start-upu, Uniwersytet Przyrodniczy we Wrocławiu, Wrocław 2020</li> <li>3. Janasz K., Kaczmarska B., Wasilczuk J.E., Przedsiębiorczość i finansowanie inwestycji, PWE, Warszawa 2020</li> <li>4. Godlewska-Majkowska H., Przedsiębiorczość. Jak założyć i prowadzić własną firmę?, red. SGH, Warszawa 2009</li> <li>5. Da Rin M., Hellmann, T., Fundamentals of entrepreneurial finance, Oxford University Press, 2020</li> </ol>	

	eResources addresses	
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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