

Subject card

Subject name and code	Entrepreneurship, PG_00177914						
Field of study	Management						
Date of commencement of studies	October 2026	Academic year of realisation of subject			2026/2027		
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	full-time studies	Mode of delivery			at the university		
Year of study	1	Language of instruction			English		
Semester of study	1	ECTS credits			5.0		
Learning profile	academic	Assessment form			exam		
Conducting unit	Department of Strategic Development and Quality Science -> Faculty of Management -> Rector						
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	30.0	30.0	0.0	0.0	0.0	60
	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	60		4.0		61.0	125
Subject objectives	<p>The main objective of the course is to identify entrepreneurial ideas and growth opportunities in the various stages of growth and development. The course also focuses on the challenges and problems of entrepreneurship (especially startups).</p> <p>The overall goal is to improve students' self-awareness and ability to define entrepreneurship problems, diagnose them and recommend solutions.</p> <p>The course provides theoretical explanations and practical case studies on how entrepreneurs deal with development challenges.</p>						

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.	Student jest gotowy do myślenia w sposób przedsiębiorczy i uczestniczenia w zrównoważonych projektach.	[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 can identify complex aspects of enterprises development in BANI/VUCA world	[SU2] presentation/project/paper/report
	[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 possesses a comprehensive understanding of entrepreneurship, principles of scaling up startups and growing companies	[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 has in-depth knowledge and understanding of startups and entrepreneurship	[SW4] test/exam - oral or written	
Subject contents	<ol style="list-style-type: none"> 1. Concepts and the Entrepreneurial Process 2. Traditional and modern forms of entrepreneurship 3. Global Entrepreneurship Challenges 4. Determinants of entrepreneurship and development barriers 5. Ecosystems and stakeholders in entrepreneurship development 6. Business Fundamentals of Startups Designing a Business Model and Financial Plan 7. Selected forms of entrepreneurship financing: equity (Venture Capital, Crowdfunding, IPO, cryptocurrencies - DeFi), debt 8. How to prepare for a meeting with an investor and the investment process in acquiring an investor - strategic documents 9. Ownership structure and investors' expectations in the light of corporate governance 10. Investor presentations 		
Prerequisites and co-requisites	-		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	Written test	51.0%	50.0%
	Projects / tasks carried out as part of the course	51.0%	50.0%
Recommended reading	Basic literature	<ol style="list-style-type: none"> 1. Da Rin M., Hellmann, T., Fundamentals of entrepreneurial finance, Oxford University Press, 2020 2. Kędzierska-Szczepianiak A. Legal changes and the development of the equity crowdfunding market in Poland, Zeszyty Naukowe Politechniki Śląskiej. Organizacja i Zarządzanie, 2024, 192 3. Kuratko, D. F., & Hodgetts, R. M. <i>Entrepreneurship: Theory, process, practice</i>. Boston: Cengage learning, 2017. 	
	Supplementary literature	Report on entrepreneurship. PARP, 2023 (https://www.parp.gov.pl/storage/publications/pdf/GEM-Poland-2023.pdf)	
	eResources addresses		
Example issues/ example questions/ tasks being completed	<p>Understanding the scalability of startups</p> <p>Preparing a pitch deck</p> <p>The investment process of a Venture Capital fund in a company</p> <p>Analysis of crowdfunding campaigns</p>		
Work placement	Not applicable		

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