

**Subject card**

<b>Subject name and code</b>	Basis of Entrepreneurship on International Market, PG_00199984						
<b>Field of study</b>	International Economic Relations						
<b>Date of commencement of studies</b>	October 2026	<b>Academic year of realisation of subject</b>			2027/2028		
<b>Education level</b>	Bachelor's studies	<b>Subject group</b>			Obligatory subject group in the field of study Optional subject group 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>	2	<b>Language of instruction</b>			Polish		
<b>Semester of study</b>	4	<b>ECTS credits</b>			2.0		
<b>Learning profile</b>	academic	<b>Assessment form</b>			exam		
<b>Conducting unit</b>	Division of International Trade -> Department of International Business -> Faculty of Economics -> Rector						
<b>Name and surname of lecturer (lecturers)</b>	<b>Subject supervisor</b>		dr Anna Sperska				
	<b>Teachers</b>						
<b>Lesson types</b>	<b>Lesson type</b>	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	<b>Number of study hours</b>	20.0	0.0	0.0	0.0	0.0	20
	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>	20		4.0		26.0	50
<b>Subject objectives</b>	The aim of the course is to provide structured and in-depth knowledge about the functions and various forms of entrepreneurship. The analyzed case studies will provide practical tips on selected aspects of making decisions while running a business						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[MSGL3_W15] has an advanced knowledge of management of an economic entity on the international market; knows and understands strategies and marketing tools used in this management	the student has advanced knowledge of managing a business entity on the international market, knows and understands the strategies and tools used in management	[SW4] test/exam - oral or written [SW1] oral statement/ conversation/discussion
	[MSGL3_W05] has knowledge and understanding of the principles of establishing and developing various forms of entrepreneurship	student knows and understands the basic principles of creating and developing various forms of entrepreneurship	[SW4] test/exam - oral or written [SW1] oral statement/ conversation/discussion
	[MSGL3_W04] has an advanced knowledge of different types and essential elements of the structures of economic entities and organisations, and public institutions	the student has advanced knowledge about various types and important elements of enterprises	[SW4] test/exam - oral or written [SW1] oral statement/ conversation/discussion
	[MSGL3_K04] is ready to think and act in an entrepreneurial manner; adapts to new situations and conditions, undertakes challenges of creative thinking; is resilient to failures; can identify threats and assess the risk of their occurrence	student is ready to think and act in an entrepreneurial way; adapts to new situations and conditions, takes up the challenges of creative thinking, is resistant to failure, is able to identify threats and assess the risk of their occurrence	[SK1] oral statement/conversation/ discussion
Subject contents	<p>1. Introduction to entrepreneurship: - entrepreneurship as an element of the triad "entrepreneurship - entrepreneur - enterprise" - basic functions of entrepreneurship - individual entrepreneurship and macro-entrepreneurship - entrepreneurship as an imperative for changes in the enterprise - economic and institutional conditions for the development of entrepreneurship - definitions of an entrepreneur - entrepreneur and manager - characteristics of a person with an entrepreneurial attitude - assessment of one's own skills - the enterprise and its features</p> <p>2. The path to your own company: - enterprise life cycle - sources of ideas for starting your own business - factors conducive to starting your own business - resources necessary to create your own company - preparation of a strategic and operational plan - selection of the target market and location of the company</p> <p>3. Formal and legal aspects of starting and running a business: - legal forms of running an enterprise - business registration - taxes and social security - hiring employees - accounting - basic aspects (what forms of accounting are used)</p> <p>4. Basic strategic issues related to running a business: - vision and mission of the company - strategic objectives - market analysis - selection of a competitive strategy - including the use of a map of strategic groups and KPIs - target markets and target customer segments</p> <p>5. Business plan: - business plan concept - business plan functions - business plan structure - basic indicators and attachments</p> <p>6. Financial planning when starting and running a business: - necessary material resources - Human resources - financial resources - estimated results of the planned activity - estimated cash flow statement - sources of financial resources</p> <p>7. Internationalization - basic issues: - the essence of internationalization and globalization - motives for starting a business on an international scale - factors facilitating and hindering internationalization - forms of internationalization</p> <p>8. An enterprise in crisis and in the processes of change: - crisis situations in the enterprise - crisis management - company restructuring - downsizing, outsourcing - bankruptcy and liquidation - sale of the enterprise - not only in a crisis situation</p> <p>9. Contemporary challenges for enterprises: - agility and flexibility - innovation - digitization - VUCA - turquoise organizations - other challenges of the modern world</p>		
Prerequisites and co-requisites	None		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	Activity points	0.0%	10.0%
	Exam	51.0%	90.0%
Recommended reading	Basic literature	<p>1. Bednarz J., Gostomski E., Działalność małych i średnich przedsiębiorstw na rynkach zagranicznych, Wydawnictwo Uniwersytetu Gdańskiego, Gdańsk 2009.</p> <p>2. Wach K., Własny biznes w Unii Europejskiej, Wydawnictwo Uniwersytetu Ekonomicznego w Krakowie, Kraków 2008.</p> <p>3. Piecuch T., Przedsiębiorczość. Podstawy teoretyczne, C.H.Beck, Warszawa 2013.</p> <p>4. Gryko J.M., Kluzek M., Kubiak J., Nowaczyk T., Planowanie finansowe w przedsiębiorstwie, Wydawnictwo Uniwersytetu Ekonomicznego w Poznaniu, Poznań 2020.</p> <p>5. Acs J.Z., Audretsch D.B., Handbook of Entrepreneurship Research, Springer-Verlag New York Inc., NY 2011.</p> <p>6. Henry A., Understanding Strategic Management, Wydawnictwo Oxford University Press, Oxford, 2021.</p>	

	Supplementary literature	1. Targalski J., Francik A., Przedsiębiorczość i zarządzanie firmą, C. H.Beck, Warszawa 2009. 2. Ekonomika przedsiębiorstw, red. J. Engelharda, Multi-Press, Warszawa 2011.
	eResources addresses	
Example issues/ example questions/ tasks being completed		
Work placement	Not applicable	

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