

Subject card

Subject name and code	Green business venturing, PG_00208701						
Field of study	Chemical Business						
Date of commencement of studies	February 2027		Academic year of realisation of subject		2027/2028		
Education level	Master's studies		Subject group		Optional subject group		
Mode of study	full-time studies		Mode of delivery		at the university		
Year of study	2		Language of instruction		English		
Semester of study	3		ECTS credits		4.0		
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, 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		15.0		55.0	100
Subject objectives	The main goal of the Green Business Venturing course is to develop an innovative spirit in identifying successful green business opportunities, build skills in capitalizing on these opportunities and transforming them into viable business models, and ultimately, how to defend developed business models against venture capitalists. Furthermore, 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
	[BCHMU2_W07] Knows and understands legal and economic systems of organization and management of human resources, patent information and intellectual property resources related to the chemical industry and other sectors of the economy.	Knows and understands the legal and economic systems for organizing and managing human resources, patent information, and intellectual property resources related to the chemical business and the green economy.	[SW1] oral statement/ conversation/discussion [SW2] presentation/project/paper/ report
	[BCHMU2_K07] Is willing to conduct business and develop the enterprise, taking into account the principles of its establishment and functioning.	Is ready to conduct business activities and develop enterprises taking into account the principles of their creation and operation in the area of green chemical business.	[SK1] oral statement/conversation/ discussion [SK2] presentation/project/paper/ report
	[BCHMU2_W05] Knows and understands the main trends in the development of chemistry combined with economics as two interpenetrating scientific disciplines.	Knows and understands the main development directions of chemistry in conjunction with economics as two intertwined scientific disciplines. Uses this knowledge to design and analyze green chemical businesses.	[SW1] oral statement/ conversation/discussion [SW2] presentation/project/paper/ report
	[BCHMU2_U05] Is able to choose and apply, based on the literature of chemical sciences in Polish and English, appropriate methods and tools for solving problems in chemistry and related sciences.	Is able to select and apply, based on the literature on chemical sciences in Polish and English, appropriate methods and tools to solve problems related to the organization and management of a chemical business.	[SU1] oral statement/conversation/ discussion [SU2] presentation/project/paper/ report
	[BCHMU2_W03] Knows and understands the legal and administrative procedures in chemistry and correctly interprets their international dimension.	Knows and understands in depth the legal and administrative procedures in the green chemical business and correctly interprets their international dimension	[SW1] oral statement/ conversation/discussion [SW2] presentation/project/paper/ report
Subject contents	1. New needs, cultural patterns, and lifestyles that can be leveraged in green business 2. Definition of green business. Green chemical business. Solutions and examples. 3. Diagnosing green needs and translating them into product offerings 4. Analysis of business opportunities and possibilities in green business, case studies of leveraging these opportunities 5. Business models for new ventures in green business – structure of operations 6. Designing a concept for earning money and generating value in green business 6. Designing green marketing 7. Designing green business operations (location, equipment, operational processes) 8. Estimating revenue according to variants 9. Assessing the profitability of a green chemical business 10. Building relationships with stakeholders: customers, suppliers, employees 11. Raising funds for a green chemical business. Investor relations 12-13. Working on developing a group project for a green chemical business model 14. Project presentations to a simulated group of investors 15. Exiting investments and starting new business projects The lectures will be interactive and will begin with short presentations by the lecturer, followed by tasks to be completed, which will eventually contribute to the development of a project in small groups (up to four people). The lecturer will also act as a mentor and project supervisor, supporting students during consultation hours in project development.		
Prerequisites and co-requisites			
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	The quality of the final project 60%, activities during the course 40%	51.0%	100.0%

Recommended reading	Basic literature	1.. Ries, E. (2011) The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses. Crown Business. (pol. Metoda Lean Startup (wyd. MT Biznes/Helion). 2. Esty, D. C., Winston, A. S. (2006) Green to Gold: How Smart Companies Use Environmental Strategy to Innovate, Create Value, and Build Competitive Advantage. Yale University Press 3. Schaltegger, S., Wagner, M. (red.) (2011) Managing the Business Case for Sustainability: The Integration of Social, Environmental and Economic Performance. Greenleaf. 4. Circular Business Model Design Guide (2022), Pa Consulting, University of Exeter, Source: paconsulting.com 5. Feld, B., Mendelson, J. (2016) Venture Deals: Be Smarter Than Your Lawyer and Venture Capitalist. Wiley. 6. Osterwalder, A., Pigneur, Y., Bernarda, G., Smith, A. (2014) Value Proposition Design: How to Create Products and Services Customers Want. Wiley. (pol. Tworzenie najlepszych ofert/Onepress). 7. Jacquelyn A. Ottman — The New Rules of Green Marketing (2011), Greenleaf/ Berrett-Koehler.
	Supplementary literature	1. Anastas, P. T., Warner, J. C. (1998) Green Chemistry: Theory and Practice. Oxford University Press. 2.. Hawken, P., Lovins, A., Lovins, L. H. (1999) Natural Capitalism: Creating the Next Industrial Revolution. Little, Brown and Company. (Kapitalizm naturalny (wyd. tłumaczenie dostępne) — inspiracje dla nowych modeli wartości. 3. Benyus, J. (2002) Biomimicry: Innovation Inspired by Nature. HarperCollins. 4. Electronic publications delivered by the lecturer
	eResources addresses	
Example issues/ example questions/ tasks being completed	Micro-projects comprising the final project: 1. Translating needs into product and service offerings for a green chemical business 2. Fast designing business model options for a green chemical business 3. Seeking inspiration for product design (creating an offer) - consumer panel 4. Designing the structure and sequence of organizational activities in a green chemical business 5. Designing green marketing and assessing the effectiveness of promotional activities 6. Estimating revenue, costs, and profitability. Building relationships with stakeholders. 7. Exercises in presenting the business concept to a group of investors	
Work placement	Not applicable	

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