

SYLLABUS

Name: Introduction to Entrepreneurship

Name in Polish: Wprowadzenie do przedsiębiorczości

Name in English: Introduction to Entrepreneurship

Information on course:

Course offered by department: Faculty of Organisation and Management

Course for department: Silesian University of Technology

Study level and form: Bachelor's degree, Full-time

Term: summer semester 2023/2024

Coordinator of course edition: dr Piotr Weryński

Default type of course examination report:

Language:

English

Course homepage:

<https://platforma.polsl.pl/roz/>

ECTS

1

Short description:

familiarizing students with the issues of entrepreneurship, including initiating and conducting entrepreneurial activities

Description:

- Origin of entrepreneurship, basic definitions
- Entrepreneurship in economics and management theories
- Entrepreneurship and its types
- Characteristics of an entrepreneur
- Determinants of entrepreneurship development, taxes, sources of financing
- Type and scope of enterprise activities, organizational and legal forms
- Strategic management, leader's role
- Small and medium-sized enterprises as a result of entrepreneurial behavior
- Family, women's, academic and social entrepreneurship
- Business plan

Bibliography:

- L. A. Swanson: Entrepreneurship and Innovation Toolkit. 3rd Edition Publication Date 2017.
- Codogni, M., Duda, J., Kusa, R. (2019). Entrepreneurial Orientation: Is It Subjective Belief, or Objective Behaviour, or Both? In: J. Duda, I. Skalna (eds.), Functioning and Development of Enterprises – Contemporary Challenges (pp. 9-18). Krakow: AGH University of Science and Technology Press.
- P.Weryński: Research methodology of innovative behaviour. Difin, Warszawa 2015.
- D. M. Rubenstein, Liderzy, Wydawnictwo Znak Literanova, Kraków, 2021

Learning outcomes:

K1A _W4 Basic principles of creating and developing various forms of entrepreneurship.

K1A _U2 Identify, analyze and interpret social and economic phenomena and processes using knowledge in the field of social sciences and standard methods and tools of management and quality sciences in engineering management activities aimed at shaping the efficiency, productivity and organization of production enterprises.

K1A _K3 Responsible performance of professional roles, compliance with the rules of professional ethics and requiring it from others, care for the achievements and traditions of the profession; is aware of the importance and understands non-technical aspects and effects of engineering activities.

Assessment methods and assessment criteria:

pass based on the evaluation of the business plan.

Practical placement:

not applicable