

Course Syllabus

I General Information

Course name in English	Entrepreneurship and project management
Course name in Polish	Przedsiębiorczość i zarządzanie projektami
Programme	Bioanalytical technologies
Level of studies (BA, BSc, MA, MSc, long-cycle MA)	MSc
Form of studies (full-time, part-time)	Full-time
Discipline	Economics and finance
Language of instruction	English
Course coordinator/person responsible	Asst. Prof. Dr. Altijana Hromic-Jahjefendic/ prof. dr hab. T. Stuczyński

Type of class (<i>use only the types mentioned below</i>)	Number of teaching hours	Semester	ECTS
Lecture	45	II	6
Tutorial			
Classes	30	II	
laboratory classes			
Workshops			
Seminar			
introductory seminar			
foreign language classes			
practical placement			
field work			
diploma laboratory			
translation classes			
study visit			

Course pre-requisites	Knowledge in entrepreneurship, economy, business model innovation and monetization, project planning
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II Course Objectives

C1 - To expand students knowledge on the theory of entrepreneurship and its practical implementation through project planning
C2 - To focus on different stages related to the entrepreneurial process
C3 - To identify entrepreneurial innovation, monetization, small business management
C4 - To understand strategies that improve performance of new business ventures

III Course learning outcomes with reference to programme learning outcomes

Symbol	Description of course learning outcome	Reference to programme learning outcome
KNOWLEDGE		
W_01	The students knows the specific terminology used in the business development and project management	K_W01
W_02	The student has deepen knowledge in terms of statistics	K_W04
W_03	The students has knowledge of forms and procedures of property rights	K_W09
W_04	The student knows the general rules of the creation, operation and development of individual entrepreneurship	K_W11
W_05	The student understands the benefits and risks of project development	K_W03, K_W10
SKILLS		
U_01	The student proficiently uses literature in the field of business development and project management	K_U02
U_02	The student is able to critically select the available information to formulate project plan	K_U03
U_03	The students applies intellectual property protection procedures and is able to use the resources of patent information	K_U10
U_04	The students analyzes the market in range of products and services	K_U13
COMPETENCIES		
K_01	The student correctly identifies and resolves dilemmas associated with the profession	K_K04
K_02	The student is ready to think and act in an entrepreneurial manner on the market of products and services	K_K06

IV Course Content

Lecture:

The Foundations of Entrepreneurship/ Project initiation and selection
 Ethics and social responsibility/ From ideas to reality
 Conducting a feasibility analysis and business model design/ Project planning and budgeting
 Crafting a business plan
 Forms of Business Ownership/ Work Break Down Structure (WBS)
 Franchising and the Entrepreneur/ PM Techniques: PER & CPM
 Building a powerful Marketing Plan/ E-Commerce and the Entrepreneur
 Pricing and credit strategies/ Creating a Successful Financial Plan/ Resource Allocation and budgeting
 Managing Cash Flow/ Cost-time Trade-offs and project crashing
 Case Study presentation
 Sources of financing: Equity and Debt/ Choosing the right location and layout
 Global aspects of entrepreneurship
 Building a new venture team and planning for the next generation
 Project presentation and review
 Review of lectures and preparations for final exam

V Didactic methods used and forms of assessment of learning outcomes

Symbol	Didactic methods <i>(choose from the list)</i>	Forms of assessment <i>(choose from the list)</i>	Documentation type <i>(choose from the list)</i>
KNOWLEDGE			
W_01	Conventional lecture Discussion	Written test	Evaluated written test/test
W_02	Conventional lecture Discussion	Written test	Evaluated written test/test
W_03	Conventional lecture Discussion	Written test	Evaluated written test/test
W_04	Conventional lecture Discussion	Written test	Evaluated written test/test
W_05	Conventional lecture Discussion	Written test	Evaluated written test/test
SKILLS			
U_01	Case study	Observation and Report	Report printout
U_02	Evaluation of obstacles	Observation and Report	Report printout
U_03	Evaluation of obstacles	Test of understanding	Class presentation
U_04	Project	Written report	Class presentation

COMPETENCIES

K_01	Written business plan	Implementation of project	Rating card
K_02	Brainstorming Group work	Implementation of project Presentation	Observation report Observation report

VI Grading criteria, weighting factors

Written test to pass the lecture: 100%

Skills and competences:

50% presentations

30% reports

20% test

Mark	Evaluation criteria	
Very good (10)	the student realizes the assumed learning outcomes at a very good level	the student demonstrates knowledge of the education content at the level of 95-100%
overgood (9)	the student accomplishes the assumed learning outcomes an over good level	the student demonstrates knowledge of the education content at the level of 85-94 %
Good (8)	the student accomplishes the assumed learning outcomes at a good level	the student demonstrates knowledge of the education content at the level of 75-84%
Quite good (7)	the student accomplishes the assumed learning outcomes at a quite good level	the student demonstrates knowledge of the education content at the level of 65-74%
sufficient (6)	the student accomplishes the assumed learning outcomes necessary as prerequisite	the student demonstrates knowledge of the education content at the level of 55-64%
insufficient (5)	the student accomplishes the assumed learning outcomes at an insufficient level	the student demonstrates knowledge of the education content below the level of 55%

VII Student workload

Form of activity	Number of hours
Number of contact hours (with the teacher)	84 (75 + 9 individual consultation)
Number of hours of individual student work	66

VIII Literature

Basic literature
1) Scarborough Norman, Cornwall Jeffrey: Essentials of Entrepreneurship and Small Business Management, Global Edition, Pearson (2016)
2) Hatten Timothy: Small business management: entrepreneurship and beyond, South-Western College Pub (2011)
3) Jack R. Meredith and Samuel J. Mantel Jr: Project Management, A Managerial Approach, 6th edition, John Wiley and Sons (2006)