

Subject card

Subject name and code	Basic micro-entrepreneurship, PG_00158056						
Field of study	Quantum Information Technology						
Date of commencement of studies	October 2024	Academic year of realisation of subject				2025/2026	
Education level	Master's studies	Subject group				Obligatory subject group in the field of study Humanistic-social 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	4	ECTS credits				3.0	
Learning profile	academic	Assessment form					
Conducting unit	Department of Macroeconomics -> Faculty of Economics -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		dr Andrzej Poszowiecki				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	15.0	15.0	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		0.0		15.0	45
Subject objectives	<p>To inform and encourage students to develop the knowledge and skills required to better understand the small business sector. Providing you with the technical and business skills you need to start and run a new business Raising students' awareness of self-employment as a career option (the message that you can become not only an employee, but also an entrepreneur) Promoting the development of personal characteristics relevant to entrepreneurship, such as creativity, risk-taking and responsibility</p>						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[QITL3_K09] can think and act in an entrepreneurial way	Student 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	[SK1] oral statement/conversation/discussion [SK4] test/exam - oral or written
	[QITL3_W09] knows and understands the basic concepts and principles of industrial property and copyright protection and the need to manage intellectual property resources; knows the rules for using patent information resources	Student knows and understands the basic principles of establishing and developing various forms of entrepreneurship	[SW4] test/exam - oral or written [SW1] oral statement/conversation/discussion
	[QITL3_W10] knows the general principles of creating and developing forms of individual entrepreneurship, using knowledge in the field of physics and other exact and natural sciences	Student knows and understands the basic principles of establishing and developing various forms of entrepreneurship	[SW4] test/exam - oral or written [SW1] oral statement/conversation/discussion
	[QITL3_K04] understands and appreciates the importance of intellectual honesty in one's own and other people's actions; is aware of ethical problems in the context of research integrity	Student 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	[SK1] oral statement/conversation/discussion [SK4] test/exam - oral or written

Subject contents

1. Introduction to Small Business Operations

- Small Business Types
- Characteristics of Small Business Owners
- Questionnaire
- Mission Development
- Executive Summary Development

2. Business Model Canvass

- Business Description
- Product Description
- Organizational Data (HR plan)

3. Competitive Analysis and Marketing Strategy

- Advertising
- Publicity
- Promo Strategy Checklist
- Net Promoter Score

4. Operations

- From Strategy to Operations
- Facilities, Equipment, Supplies
- Technology, Skills, Processes
- Management Approaches
- POLC
- Mintzbergs 10 Managerial Roles

	<p>5. Finance</p> <ul style="list-style-type: none"> · Budgets (fixed and variable expenses) · Reports · V.C. · Loans · Sales Estimates <p>6. Students Presentations</p> <p>7. Wrap up and final presentations</p>		
Prerequisites and co-requisites			
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	exam	50.0%	100.0%
Recommended reading	Basic literature	<p>Bygrave, W. D. and A. Zacharakis, eds., The Portable MBA in Entrepreneurship, J. Wiley & Sons, 2010</p> <p>Osterwalder and Pigneur, Business Model Generation, Wiley & Sons, 2010</p> <p>Gregory Kishel and Patricia Kishel, How to Start, Run, and Stay in Business (Forth Addition) 2005</p>	
	Supplementary literature	<p>Kaplan J.M., Warren A. C., Patterns of Entrepreneurship Management, Wiley & Sons, 2010</p> <p>Katz, J.A., & Green, R.P., Entrepreneurial Small Business (2nd Ed). McGraw-Hill, 2010</p>	
	eResources addresses	Adresy na platformie eNauczanie:	
Example issues/ example questions/ tasks being completed			
Work placement	Not applicable		

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