



COURSE DESCRIPTION CARD - SYLLABUS

Course name

EC 2.1 2. Principles of entrepreneurship

Course

Field of study

Electronics and Telecommunications

Area of study (specialization)

Level of study

First-cycle studies

Form of study

full-time

Year/Semester

I/II

Profile of study

general academic

Course offered in

English

Requirements

elective

Number of hours

Lecture

30

Laboratory classes

Other (e.g. online)

Tutorials

Projects/seminars

Number of credit points

2

Lecturers

Responsible for the course/lecturer:

dr Ewa Badzińska,

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Responsible for the course/lecturer:

Prerequisites

The student knows the basic terms concerning an enterprise in a market economy and has the basic understanding of entrepreneurship. He/she has the ability to understand and analyze the basic socio-economic phenomena and is willing to undertake entrepreneurial activities. Demonstrates readiness to develop his/her knowledge and skills and is willing to work in team.

Course objective

The aim of the course is to gain knowledge and acquire skills and competences in the field of: the basic concepts of entrepreneurship and operation of the market mechanism; models of creation and development of an enterprise; developing the ability and competences of understanding basic aspects of company's competitiveness and searching for entrepreneurial opportunities; familiarize students with business modeling and applying the principles of creating a business model based on the canvas and lean canvas methodology; endo-and exogenous factors of enterprise development.

Course-related learning outcomes

Knowledge

1. Knows the basic principles and regularities of entrepreneurship.



2. Has knowledge about the selected models of creation and development of an enterprise.
3. Understand the forces of competitive environment of a company and the opportunities of getting competitive advantage using material and non-material resources.
4. Has knowledge about the principles of creating a business model based on the canvas and lean canvas methodology.

Skills

1. Is able to define and analyse traits of an entrepreneur / manager / employee.
2. Can create the concept of a business model for an innovative business solution.
3. Can distinguish endo- and exogenous factors relevant to the development of employees' entrepreneurial attitudes and thinking.
4. Is able to use data from secondary sources and critically respond to challenges of a young company / an inexperienced entrepreneur.

Social competences

1. Can work in team and be open to suggestions of other members.
2. Is aware of the main challenges facing electronics and telecommunication in the 21st century and its impact on the development of the information society.
3. Is able to think and act in an entrepreneurial manner.
4. Is aware of the interdisciplinary of knowledge and skills needed to solve complex problems.

Methods for verifying learning outcomes and assessment criteria

Learning outcomes presented above are verified as follows:

Knowledge, skills and social competences acquired during the lecture is verified by one 60-minute colloquium carried out at the last lecture. It consists of 10-15 questions (test and open) with various points depending on their level of difficulty. Passing from: 60% of points. Issues and materials, on the basis of which questions are prepared for the colloquium, will be sent to students by e-mail using the university's e-mail system. The final grade can be raised for the student's active participation in the problem and conversation lecture.

Programme content

The course program includes the following issues: The basic concepts of entrepreneurship and operation of the market mechanism. Models of creation and development of an enterprise. Basic aspects of company's competitiveness and searching for entrepreneurial opportunities. Principles of business model generation based on the canvas and lean canvas methodology. Endo- and exogenous factors of enterprise development. Entrepreneurship development barriers.



Teaching methods

Lecture: multimedia presentation illustrated with examples, case studies; problem lecture (discussion on solving a given problem), conversation lecture (discussion moderated by the lecturer).

Bibliography

Basic

1. Blank S., Dorf B., (2013), The Startup Owner's Manual The Step-By-Step Guide for Building a Great Company, K & S Ranch.
2. Maurya A., (2012), Running Lean. Iterate from Plan A to a Plan That Works. Wydawca: O'Reilly Media.
3. Osterwalder A., Pigneur Y., (2010), Business model generation, John Wiley and Sons Ltd.
4. Van Aardt, Barros, Clarence et al., (2013), Principles of Entrepreneurship and Small Business Management, Oxford University Press.

Additional

1. Badzińska E., (2019), Knowledge Acquisition and Business Modeling Using Experiential Learning Approach to Entrepreneurship. European Journal of Social Science Education and Research 6 (2), pp. 48-56.
2. Badzińska E., Wyrwicka M. K., (2016), Models of Creation and Development of an Enterprise – a Conceptual Approach, Zeszyty Naukowe Politechniki Poznańskiej. Organizacja i Zarządzanie Nr 70, s. 5-17.
3. Drucker P. F., (2014), Innovation and Entrepreneurship, Taylor & Francis Ltd.
4. Porter M. E., (2004), Competitive Advantage, Simon & Schuster.

Breakdown of average student's workload

	Hours	ECTS
Total workload	60	2,0
Classes requiring direct contact with the teacher	40	2,0
Student's own work (literature studies, preparation for colloquium) ¹	20	0

¹ delete or add other activities as appropriate