



COURSE DESCRIPTION CARD - SYLLABUS

Course name

Modeling of opportunity identification processes

Course

Field of study

Engineering Management

Area of study (specialization)

Enterprise resource and process management

Level of study

Second-cycle studies

Form of study

part-time

Year/Semester

2/3

Profile of study

general academic

Course offered in

Polish

Requirements

compulsory

Number of hours

Lecture

Laboratory classes

Other (e.g. online)

Tutorials

Projects/seminars

10

Number of credit points

1

Lecturers

Responsible for the course/lecturer:

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Responsible for the course/lecturer:

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Prerequisites

Knowledge about: strategic management, including the structure of the business environment and methods of strategic analysis; contemporary management concepts.



Course objective

Shaping the student's skills to associate events in the business environment with the company's goals and resources.

Course-related learning outcomes

Knowledge

The student defines the specialized modeling methods and tools necessary for effective identification of business opportunities, with particular emphasis on Shumpeters' and Kerznerns' models of identification [P7S_WG_02].

The student describes the impact of organizational structures on opportunity identification processes, analyzing various entrepreneurial models and their application in practice [P7S_WG_05].

The student characterizes the role and impact of network connections in enterprises on the process of identifying and exploiting business opportunities [P7S_WG_06].

The student lists modern technologies and information systems that can support the processes of identifying and evaluating business opportunities [P7S_WG_10].

Skills

The student interprets and analyzes the effectiveness of various methods of identifying business opportunities in different market and organizational contexts, using analytical tools and critical thinking [P7S_UW_02].

The student prepares his/her own opportunity identification models, integrating theoretical knowledge and practical tools, and is able to implement them in practice [P7S_UW_03].

The student is able to analyze and interpret data in the context of business opportunity identification, using advanced research techniques [P7S_UW_04].

The student develops the ability to practically apply process modeling to identify and evaluate business opportunities in different market and organizational contexts [P7S_UW_07].

Social competences

The student integrates knowledge from various fields, demonstrating awareness of the importance of an interdisciplinary approach in the process of identifying business opportunities [P7S_KK_01].

The student identifies, evaluates and analyzes potential business opportunities, taking into account their impact on the goals and strategy of the enterprise, and makes informed business decisions [P7S_KK_02].

Methods for verifying learning outcomes and assessment criteria

Learning outcomes presented above are verified as follows:

Implementation of the project using data related to the reality of a particular organization.

Programme content



Elements of the theory of opportunities; the Shumpeterian and Kirznerian model of identification of opportunities; goals and potential of the enterprise and its contingency external conditions.

Teaching methods

The project on opportunity identification and its methodical synthesis with use of computer process modeling.

Bibliography

Basic

Trzcieliński S., Pawłowski G. (2023). Knowledge in the Discovery of Market Opportunities. W: Proceedings of the 24th European Conference on Knowledge Management ECKM 2023. Vol. 1: Academic Conferences International Limited, Reading, UK, 2023, s. 1366-1374.

Trzcielinski S. (2021). Model of the Opportunity Recognition Process. In: Innovation Management and information Technology impact on Global Economy in the Era of Pandemic, IBIMA Conference, pp. 8733-8743.

Trzcieliński S. (2011) Przedsiębiorstwo zwinne, Wydawnictwo Politechniki Poznańskiej, Poznań.

Trzcieliński S., Trzcielińska J. (2011). Some Elements of Theory of Opportunities, Human Factors and Ergonomics in Manufacturing & Service Industries 21 (2) 124–131.

Additional

Krupski R. (2013). Rodzaje okazji w teorii i w praktyce zarządzania. Prace Naukowe Wałbrzyskiej Wyższej Szkoły Zarządzania i Przedsiębiorczości, T. 21, Wałbrzych.

Yitshaki, R., Kropp, F. (2018). Revisiting entrepreneurial motivation and opportunity recognition. In: A Research Agenda for Entrepreneurial Cognition and Intention, Edward Elgar Publishing Ltd., pp. 122-141.

Breakdown of average student's workload

| | Hours | ECTS |
|--|-------|------|
| Total workload | 25 | 1,0 |
| Classes requiring direct contact with the teacher | 10 | 0,5 |
| Student's own work (literature studies, preparation for laboratory classes/tutorials, preparation for tests, project preparation) ¹ | 15 | 0,5 |

¹ delete or add other activities as appropriate