



## 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

full-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

15

### Number of credit points

1

### Lecturers

Responsible for the course/lecturer:

Prof. Stefan Trzcieliński, Ph.D., D.Sc., Eng.

Mail to: stefan.trzcielinski@put.poznan.pl

Faculty of Engineering Management

ul. J. Rychlewskiego 2, 60-965 Poznań

Responsible for the course/lecturer:

Ph.D., Eng. Jowita Trzcielińska

Mail to: jowita.trzcielinska@put.poznan.pl

Faculty of Engineering Management

ul. J. Rychlewskiego 2, 60-965 Poznań

### 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 Kerzners' 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	30	1,0
Classes requiring direct contact with the teacher	15	0,5
Student's own work (literature studies, preparation for laboratory classes/tutorials, preparation for tests, project preparation) <sup>1</sup>	15	0,5

<sup>1</sup> delete or add other activities as appropriate