

SUBJECT:	Entrepreneurship & New Venture Planning		
HOURS:	30	ECTS:	

Name/title of the author:	
Course Description:	<p>Teaching effect 1 (knowledge): A students demonstrates knowledge of entrepreneurship concepts and theories as well as is familiar with the basic toolset necessary to plan and launch a new business.</p> <p>Teaching effect 2 (Skills): A student is able to recognize the skills and varying approaches for analyzing new business ideas, to distinguish strong business ideas from weak ones. and to navigate the detailed process of business plan preparation and presentation.</p> <p>Teaching effect 3 (Attitude): A student is fully aware of the entrepreneurial spirit importance in new venture creations and desires the entrepreneurial solutions as well as is be able to evaluate business opportunities as both an entrepreneur and an investor, within start-ups and established companies.</p>
Learning Outcomes (Goals and Objectives of the course):	<ol style="list-style-type: none"> 1) The 'Entrepreneurship and New Venture Planning' course is designed to provide students with an overview of entrepreneurship while familiarizing them with the basic toolset necessary to plan and launch a new business. 2) The course is designed to navigate the detailed process of business plan preparation and presentation as well as to identify the top priorities and the key risks for a startup management team. The goal of the course is to promote understanding the entrepreneurial spirit and the relevance of designing effective business plans. 3) The course is designed to stimulate students to be thought-provoking and to promote the entrepreneurial spirit in new venture launching
Entrance qualifications:	A student needs the basic knowledge in the field of management (Introduction to management or a similar course is highly recommended as a prerequisite).
Course Content:	<ol style="list-style-type: none"> 1. Introduction to the Theory of Entrepreneurship: Entrepreneurship (Etymology and definitions. Dimensions of entrepreneurship. Forms / types of entrepreneurship), Entrepreneurs (Definitions. Typologies of entrepreneurs. Entrepreneur – Owner – Manager). Creativity - Innovation – Innovativeness (Invention and innovation. Types of innovations. Sources of innovations. Innovative process) Theoretical Roots of Entrepreneurship: Historical Notes on Entrepreneurship. Development of Entrepreneurship Theory (Richard Cantillon, Jean-Baptiste Say, John Stuart Mill, Joseph Schumpeter, Frank Knight, Israel Kirzner). Research Schools - Theoretical Approaches towards Entrepreneurship. 2. New Venture Creation: New venture planning. Development of a Business Concept: Generating Business Ideas. Starting Your Own Business – Before You Start Up. Business Plan: Vision, Idea, Concept and a Brilliant Plan. Workshops on Business Plan 3. Market Research. Market Research and Analysis: Methods of Market and Competition Analysis. Types of Research. Sources of Information 4. Doing Business in Poland in Comparative Perspective. Socio-Cultural Aspects: Investment Climate. Cultural dimensions for Doing Business. Poland and Classifications of Cultures. Historical Influence. Useful Tips. Formal and Fiscal Aspects: Fiscal Aspects (CIT, PIT, VAT,

SCs). Business Legal Forms. Starting Up Procedures. Formal Aspects – International Comparisons

5. **Doing Business in the EU and Other Selected Countries:** Small and Medium-Sized Enterprises in the world's economies. European and International Entrepreneurship. Student's Projects and Presentation
6. **Strategic entrepreneurship:** Entrepreneurial Process and Intrapreneurship. Entrepreneurial Process. Start-Up Process. Corporate Entrepreneurship Process. Strategic Entrepreneurship and Business Growth. Growth and Vision. Growth Analysis. Growth Strategies. Growth Obstacles

Final grade will be based on the cumulative results of individual and group work assignments plus individual written final work, which will be assessed according to the value of information writing skills. Oral work will be assessed according to the significance of the information presented and the efficacy in which it was presented. Evaluation of student performance will be based on a combination of team and individual activities. Mid-Term Test - Reading Quiz 20% Project 1: Presentation/Essay (Doing Business in ...) 30% Project 2: Business Canva OR Business Plan) 30% Final Test 20% Total 100%

ASSESSMENT 1: Mid-Term Test: Reading quiz Each student is supposed to read the given literature (academic papers) and to prepare to each class. During one class there will be a reading assignment based on the papers. It will have a form of a quiz /exam/.

ASSESSMENT 2: Project 1: PRESENTATION/ESSAY (Doing Business in ...) The aim of the presentation/essay is to outline a start-up procedure in a particular country chosen by a student. Starting a new business in some countries is an easy, but in others a very bureaucratic process. Nevertheless, a potential entrepreneur must conduct a start-up reconnaissance in order to check all necessary formalities. The presentation should include all formal and legal steps towards a formal start-up of a business, especially costs and times needed in each step. Daily Full-Time Studies: Daily full students (30 hours) must prepare the presentation and the summary (1 page long). The presentation may be prepared individually or in teams of up to 2 or 3 students – it depends on the number of students enrolled into the course in a particular semesters. The duration of the presentation is limited and the presentation should last about 20 minutes plus 5 minutes for questions and discussion. Power Point presentations, overhead projector transparencies or other visual aids are welcome. Oral presentation work will be assessed according to the significance of the information presented and the efficacy in which it was presented. The presentations take place according to the course schedule.

ASSESSMENT 3: Project 2: Business Plan The aim of the project is to come up with a business idea and to develop it into a business concept. The evaluation will be based on the written project of a business concept. The business concept is not a formal business plan but a vision of a business idea and a strategy. The detailed proposed structure of the business plan will be provided during classes. The students will be also provided with the detailed formal requirements in due time. Written group work will be assessed according to the value of information writing skills.

ASSESSMENT 4: FINAL TEST The final written test will cover the content of all lectures and will take place on the last lecture. The assessment will

Assessment policy
(examination):

have a form of a test (one answer to be selected from several options).
There is no final exam scheduled during the University Final Exam Period.

SCORES AND GRADES The scores and grades are as follow:

92 – 100 5.0 Excellent (A)

85 – 91 4.5 Very Good (B)

76 – 84 4.0 Good (C)

68 – 75 3.5 Satisfactory (D)

60 – 67 3.0 Sufficient (E)

0 – 59 2.0 Failed (F)

Course
materials/bibliography:

Basic literature:

- C.K. Volkmann, K.O. Tokarski, M. Grunhagen, Entrepreneurship in a European Perspective, Gabler, Berlin 2010
- S.L. Nielsen, K. Klyver, M. R. Evald, T. Bager, Entrepreneurship In Theory And Practice, Dward Elgar Publishing, 2012

Additional literature:

- J.M. Kaplan, Patterns of Entrepreneurship, J. Wilgey & Sons Inc., Hoboken NJ 2003
- P. Drucker, Innovation and Entrepreneurship, Butterworth Heinemen 2007 (first published in 1985)
- Ph.A. Wickham, Strategic Entrepreneurship, 4th edition, Prentice Hall – Financial Times, Harlow, London, New York 2006
- S.C. Parker, The Economics of Entrepreneurship, Cambridge University Press, Cambridge – New York 2009.

Methods of Instruction:

Interactive lectures, power-point presentations, analysis of the literature, in-class debates, case studies, computer-aided tasks.