



JAGIELLONIAN
UNIVERSITY
IN KRAKÓW

Entrepreneurship

Educational subject description sheet

Basic information

Field of study Business and Finance Management	Education cycle 2021/22	
Speciality -	Subject code UJ.WZBFMS.210.5cb4324bf3c8f.21	
Department Faculty of Management and Social Communication	Lecture languages English	
Study level second cycle	Subject related to scientific research Yes	
Study form full-time degree programme	Disciplines Economics and finance	
Education profile General academic	ISCED classification 0311 Economics	
Mandatory obligatory	USOS code WZ.IEZ-Z/dbfm/I1/E	
Subject coordinator	Marta Gancarczyk	
Lecturer	Marta Gancarczyk	
Period Semester 1	Examination exam	Number of ECTS points 4.0
	Activities and hours lecture: 30	

Goals

C1	To provide students with a knowledge of entrepreneurship theories, the importance of entrepreneurship for economic growth, as well as of economic, legal, and organizational conditions for planning and establishing enterprises
C2	To develop students' skills in the area of evaluating economic, legal, and organizational conditions for the economic activity, as well as in the area of methods for planning and growing a business
C3	To develop students' skills in the area of planning and participating in complex projects in an entrepreneurial way, and taking into account effectiveness and efficiency

Subject's learning outcomes

Code	Outcomes in terms of	Effects	Examination methods
Knowledge - Student knows and understands:			
W1	A student knows and understands economic theories and concepts of entrepreneurship.	BFM_K2_W01	written exam
W2	A student knows and understands the principles of establishing a new venture and methods for developing an enterprise, including the relationships with the environment.	BFM_K2_W02, BFM_K2_W09	written exam
W3	A student knows and understands the methods of planning and making choices in the process of establishing an new venture under the conditions of risk and uncertainty.	BFM_K2_W09	written exam
Skills - Student can:			
U1	A student observes economic phenomena and based on it, identifies and evaluates entrepreneurial opportunities.	BFM_K2_U02	written exam
U2	A student adopts an advanced and specialized knowledge in the area of entrepreneurship to plan and grow a new organization.	BFM_K2_U02, BFM_K2_U03	written exam
Social competences - Student is ready to:			
K1	A student participates in the preparation and implementation of complex projects, considering the outcomes of his or her decisions	BFM_K2_K05	written exam
K2	A student evaluates an new venture considering its effectiveness and efficiency as well as ethical consequences.	BFM_K2_K05, BFM_K2_K07	written exam
K3	A student thinks and acts in an entrepreneurial way, considering private and public interests.	BFM_K2_K05	written exam

Calculation of ECTS points

Activity form	Activity hours*
lecture	30
preparation for the exam	30

konsultacije	30	
participation in an exam	2	
preparation for classes	18	
Student workload	Hours 110	ECTS 4.0
Workload involving teacher	Hours 30	ECTS 1.0

* hour means 45 minutes

Study content

No.	Course content	Subject's learning outcomes
1.	Economic theories and concepts of entrepreneurship. Types of entrepreneurship. Entrepreneurship and economic development	W1, W3, U1, K3
2.	Criteria of identification and attributes of small and medium-sized enterprises in the EU	W1, W2, U1, K3
3.	The identification of entrepreneurial opportunities - dynamic industries and high-growth enterprise. Determinants of high growth	W1, W3, U1, U2, K3
4.	Technology entrepreneurship - types and development methods	W1, W3, U1, U2, K3
5.	Technological dominance and standard setting. Network externalities	W1, W2, U1, U2, K1, K3
6.	Financing new ventures	W2, W3, U1, U2, K2
7.	Entrepreneurship policy	W2, U1, U2, K2, K3
8.	Economic and legal conditions for planning and establishing new ventures	W2, W3, U1, U2, K1
9.	Methodology of business planning	W3, U1, U2, K1, K2
10.	Regional entrepreneurial environment - networks and clusters	W1, W3, U1, U2, K3

Course advanced

Teaching methods:

lecture with multimedia presentation, discussion, case study, e-learning methods

Activities	Examination methods	Credit conditions
lecture	written exam	Passing a written examination

Entry requirements

Prerequisites include: micro- and macroeconomics, financial analysis, accounting principles, labour and intellectual property laws, descriptive statistics.

Literature

Obligatory

1. Course materials provided by the lecturer and accessible on-line, regularly updated.
2. Barringer B. R., Ireland D., Entrepreneurship: Successfully Launching New Ventures, Global Edition, 5/E, Pearson 2016.

Optional

1. Landström, H., Advanced introduction to entrepreneurial finance, Edward Elgar Publishing, 2017.
2. Gancarczyk M., The process of SME growth. Integrating the resource-based and transaction cost approaches. Jagiellonian University Press, Krakow 2017.
3. Davidsson, P., Researching entrepreneurship: Conceptualization and design (Vol. 33). Springer, 2016.
4. OECD, Oslo Manual. Guidelines for Collecting, Reporting and Using Data on Innovation, OECD, Eurostat 2018.
5. Fagerberg J., Mowery D.C., Nelson R.R. (eds.), Oxford Handbook of Innovation, Oxford University Press, Oxford, New York 2005.
6. European Commission, Annual Report on European SMEs, Publications Office of the EU, 2019.
7. European Commission, User Guide to the SME Definition, Publications Office of the EU, Luxembourg 2015.

Effects

Code	Content
BFM_K2_W01	Absolwent zna i rozumie treści współczesnych doktryn gospodarczych i koncepcji organizacji, posługując się terminologią nauk o zarządzaniu na rozszerzonym poziomie
BFM_K2_W02	Absolwent zna i rozumie szczegółowe relacje między podmiotami gospodarczymi, instytucjami państwowymi oraz jednostkami sektora finansowego w skali krajowej oraz międzynarodowej
BFM_K2_W09	Absolwent zna i rozumie ogólne i szczegółowe zasady tworzenia i rozwoju różnych form przedsiębiorczości
BFM_K2_U02	Absolwent potrafi stosować w pracy lub nauce pogłębioną, wyspecjalizowaną wiedzę z innych obszarów niż nauki o zarządzaniu, które są powiązane z kierunkiem Business and Finance Management
BFM_K2_U03	Absolwent potrafi samodzielnie podjąć działalność w zakresie tworzenia i rozwijania organizacji operującej na rynku lokalnym, krajowym, międzynarodowym
BFM_K2_K05	Absolwent jest gotów do planowania i organizowania działań zespołu pracowniczego z uwzględnieniem potencjalnych ryzyk: zarówno w sytuacji kryzysowej, jak i w realiach stabilnej pracy grupy zadaniowej
BFM_K2_K07	Absolwent jest gotów do samodzielnego, zespołowego oraz organizacyjnego zdobywania i doskonalenia wiedzy oraz umiejętności profesjonalnych w warunkach procesów integracyjnych w Europie i globalizacji