Załącznik nr 13

do Programu Kształcenia w ISD PŁ – Karta przedmiotu Przedsiębiorczość

**Entrepreneurship**

*Course Coordinator:*

*Name: Julia Skrzypkowska*

*Institute/Department/ Entity etc.:* *Center for Cooperation with the Economy, Innovation and Technology Transfer*

*Email: julia.skrzypkowska@p.lodz.pl*

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **No** | **Subcategory** | **Subject** | **Learning methods** | **Assessment method** | **ECTS** | **Code** | **Semester****Winter/summer** |
| L | T | L | P | S | Σ |  |  |  |  |
| 1 | E | Entrepreneurship | 5 |  |  | 10 |  | 15 | Effects: W2, U1, K2 – Project presentation (Business Model Canvas, Process Design Thinking)The final assessment consists of: Project presentation - 100% | 1 |  | Winter semester |

|  |  |
| --- | --- |
| **Type and description** | E |
| **Course name** | Entrepreneurship |
| **Course name in Polish** | Przedsiębiorczość |
| **Language of instruction** | English |
| **Course coordinator and academic teachers** | Coordinator - mgr Julia SkrzypkowskaAcademic teachers:mgr Julia Skrzypkowskamgr Grzegorz Kiernermgr Monika Kasieczka - Burnecka |
| **Form of classes and number of teaching hours** |

|  | **Lecture** | **Tutorials** | **Laboratory** | **Project** | **Seminar** | **Others** | **Total**  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| Contact hours | 5 | 0 | 0 | 10 | 0 | 0 | 15 |
| E-learning | no | no | no | no | no | no | - |
| Assessment criteria (weightage) | 50% | 0,00 | 0,00 | 50% | 0,00 | 0,00 | - |

 |
| **Course organisation and content** | **Objectives:**1. The course objective is to provide a possibility of gaining knowledge in conducting scientific activity and in the context of transferring the achievements to the economic and social sectors.
2. The course objective is to give a possibility of acquiring skills concerning entrepreneurial competences within the conducted scientific activity.
3. The course objective is to enable gaining knowledge about a possibility of commercialization of the obtained scientific results in the disciplines and the areas with business potential, taking into consideration institutions and support programs for entrepreneurship and innovation.

**Content:**Module 11. Introduction of the subject area of academic entrepreneurship
2. Innovation – definition, frames and scaling
3. Technology transfer and Intellectual Property protection

Module 2 (workshop module with the use of the Design Thinking technique)1. Development of the entrepreneurial competences: orientation to the customer
2. Development of the entrepreneurial competences: orientation to the problem
3. Development of the entrepreneurial competences: orientation to the solution
4. Presentation results of model 2

Module 3 (a required break after the previous module – about 3 weeks)1. Identification of the areas with a business potential, postgraduates’ presentations

Module 4 1. Market analyses
2. Business model
3. Business planning
4. Budget planning
5. Forms of financing own business and commercialization results of activity in disciplines.
6. Institutions and support programs for entrepreneurship and innovation.

Module 51. Team building
 |
| **Assessment methods** | Effects W2, U1, K2 – Project presentation (Business Model Canvas, Process Design Thinking)The final assessment consists of: Project presentation - 100% |
| **Average student workload outside classroom** | 10h |
| **Literature** | Raport "Future Work Skills 2020"Change by Design, Brown TimBusiness Model Generation, Osterwalder AlexanderBrand Thinking and Other Noble Pursuits, Debbie MillmanWhat Great Brands Do: The Seven Brand-Building Principles that Separate the Best from the Rest, Denise Lee YohnFollowing: Learn to Make Millions in Up or Down Markets (Paperback), Michael W. CovelThinking Fast and Slow, Daniel Kahneman's,The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses, Eric RiesAcademic Entrepreneurship: Time for a Rethink? |
| **Comments** | None |
| **Last update** | 29.04.2019 |