

<b>Course code</b>																																	
<b>Type and description</b>	EC – elective subjects from the discipline of Management and quality studies																																
<b>ECTS credit</b>	1																																
<b>Course name</b>	Models of business of academic entrepreneurship Part II																																
<b>Course name in Polish</b>	Modele biznesu przedsiębiorczości akademickiej Część II																																
<b>Language of instruction</b>	English																																
<b>Course level</b>	8 PRK																																
<b>Course coordinator</b>	dr Robert Błażlak																																
<b>Course instructors</b>																																	
<b>Delivery methods and course duration</b>	<table border="1"> <thead> <tr> <th></th> <th>Lecture</th> <th>Tutorials</th> <th>Laboratory</th> <th>Project</th> <th>Seminar</th> <th>Other</th> <th>Total of teaching hours during semester</th> </tr> </thead> <tbody> <tr> <td>Contact hours</td> <td>0</td> <td>0</td> <td>0</td> <td>5</td> <td>0</td> <td>0</td> <td>5</td> </tr> <tr> <td>E-learning</td> <td>No</td> <td>No</td> <td>No</td> <td>No</td> <td>No</td> <td>No</td> <td>no</td> </tr> <tr> <td>Assessment criteria (weightage)</td> <td>0</td> <td>0</td> <td>0</td> <td>100%</td> <td>0</td> <td>0</td> <td>100%</td> </tr> </tbody> </table>		Lecture	Tutorials	Laboratory	Project	Seminar	Other	Total of teaching hours during semester	Contact hours	0	0	0	5	0	0	5	E-learning	No	No	No	No	No	No	no	Assessment criteria (weightage)	0	0	0	100%	0	0	100%
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<b>Course objective</b>	The aim of the course is to enable students to acquire knowledge in the field of business models of academic entrepreneurship																																
<b>Learning outcomes</b>	<p>A PhD student after completing the course can:</p> <ol style="list-style-type: none"> <li>1. make a critical analysis and evaluation of the results of scientific research, expert activities and other creative work and their contribution to the development of knowledge U1, W3</li> <li>2. transfer the results of scientific activity to the economic and social sphere U1, W3</li> <li>3. understands the economic, legal, ethical and other important conditions of the scientific activity W2, K2</li> </ol>																																
<b>Assessment methods</b>	<p>LO 1-3 - project in the form of a feasibility study and presentation</p> <p>The final grade consists of:</p> <p>Project result - 80%, presentation - 20%</p>																																
<b>Prerequisites</b>	Basic knowledge of economics																																
<b>Course content with delivery methods</b>	<p>PROJECT</p> <ol style="list-style-type: none"> <li>1. Analysis of the business idea</li> <li>2. Analysis of organization resources using the 7S method</li> <li>3. Analysing the sources of financing organization development</li> <li>4. Identification of the enterprise operation market</li> <li>5. Analysis of the stream of costs and revenues</li> </ol>																																

	<p>6. Marketing concept of the company's functioning</p> <p>7. Developing the Canvas model for the organization</p>
<b>Basic reference materials</b>	<p>1. Michalak J., Modele biznesu przedsiębiorstw. Analiza i raportowanie, Wydawnictwo Uniwersytetu Łódzkiego, Łódź 2016</p> <p>2. Żeliński J., Analiza biznesowa. Praktyczne modelowanie organizacji, OnePress 2017</p> <p>3. Alexander Osterwalder, Yves Pigneur. Tworzenie modeli biznesowych. Podręcznik wizjonera, One Press 2012</p> <p>4. Barańska-Fischer M. (red.), Błażlak R., Szymański G., Innowacje w biznesie. Wybrane zagadnienia, Politechnika Łódzka, Łódź 2016</p> <p>5. Eric Ries, Metoda Lean Startup. Wykorzystaj innowacyjne narzędzia i stwórz firmę, która zdobędzie rynek, OnePress 2012</p> <p>6. Steve Blank, Bob Dorf, Podręcznik startupu. Budowa wielkiej firmy krok po kroku, One Press 2013</p>
<b>Other reference materials</b>	<p>1. Błażlak R., Owczarek K., Modele transferu technologii, Politechnika Łódzka, Łódź 2013</p> <p>2. Duraj N., Pieloch-Babiarz A., Przedsiębiorczość, strategie i metody zarządzania przedsiębiorstwem, Wydawnictwo Uniwersytetu Łódzkiego, 2014</p>
<b>Average student workload outside classroom</b>	15 h
<b>Comments</b>	-
<b>Last update</b>	July 2020