Course description form (syllabus form) – for 1st and 2nd cycle studies

**A. General data**

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| **Name of the field** | | **Content** |
| Course title | | Establishing your own Business |
| Organizational unit: | | Faculty of Management |
| Organizational unit where the course is offered: | | Faculty of Management |
| Course ID | |  |
| Erasmus code / ISCED | | 04100 |
| Course groups | |  |
| Period when the course is offered | | Summer semester |
| Short description | | The course allows students to prepare for starting their own business by developing a business idea during the course |
| Type of course: | | Elective, conservatory, 2nd cycle, full time mode |
| Full description | | During the first class the lecturer will remind pupils the following topics:  1. The typical phases of business development  2. Personal characteristics important in establishing the business  3. Structure and nature of business presentation  The workshop will be based on the team work. Participants will form the groups of 4-7 students, who will work on the business idea selected by them, that they want to implement. They are required to prepare the presentation as well. Each group will meet once a week with the lecturer. During that time he will advise to them on practical business issues, regarding their project. In the last class they will deliver the presentation to their classmates, that will be jointly assessed by them and the teacher . On the basis of this the groups will be evaluated. |
| Prerequisites | Formal | Marketing, Fundamentals of Finance |
| Initial | Creativity, sense of business and business opportunities, low life aversion to risk, basics of marketing, marketing research, basics of financial analysis, knowledge of Porter diagram, basics of tax law and knowledge of legal forms of running a business |
| Learning outcomes | | After completing the workshop, the student: will be ready to set up his own company, be able to critically evaluate a business idea, i.e. conduct marketing research necessary for its implementation and examine the feasibility of business concepts, make financial forecasts on this basis, be able to combine many operational threads of running a business into one whole and present a business concept in the form of an attractive presentation. |
| ECTS credit allocation (and other scores) | | 2 ECTS |
| Assessment methods and assessment criteria | | The student will work in a group on a selected real business project (his idea will also come from the group), which will be presented at the last class by all group members. 60% of his assessment will come from similar groups participating in the session, and 40% will depend on the teacher. |
| Examination | | Graded credit |
| Type of class | | Online (via Zoom) |
| Sposób realizacji przedmiotu | |  |
| Language | | English |
| Bibliography | | PwC Worldwide Tax Summaries |
| Internship as part of the course | | N/A |
| Coordinators | | **Dr hab. Katarzyna Dziewanowska** |
| Group instructors | | **Dr Wojciech Kuryłek** |
| Notes | | Some of the students' business projects were implemented in the real world after this course |

**B. Detailed data**

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| **Name of the field** | **Content** |
| Group instructors: | **Wojciech Kurylek** |
| Title | **Ph.D** |
| Type of class: | Conversatory |
| Learning outcomes defined for didactic method used during the course | After completing the workshop, the student: will be ready to set up his own company, be able to critically evaluate a business idea, i.e. conduct marketing research necessary for its implementation and examine the feasibility of business concepts, make financial forecasts on this basis, be able to combine many operational threads of running a business into one whole and present a business concept in the form of an attractive presentation. |
| Assessment methods and assessment criteria for didactic method used during the course | The student will work in a group on a selected real business project (his idea will also come from the group), which will be presented at the last class by all group members. 60% of his assessment will come from similar groups participating in the session, and 40% will depend on the teacher. |
| Examination for didactic method used during the course | Graded credit |
| Range of content | During the first class, the lecturer will remind students of the following topics:  1. Typical phases of business development  2. Personal qualities important when setting up a business  3. The structure and nature of the business presentation  Subsequent classes will be conducted in the form of workshops. During the last class, students will present their business ideas. |
| Didactic methods | Classes will be conducted in the form of a conservatory consisting of a lecturer's discussion with participants of various groups implementing separate business concepts |
| Bibliography | PwC Worldwide Tax Summaries |
| Group limit |  |
| Time span |  |
| Location |  |