

Course title: **International Entrepreneurship**

Studies: Management

**Course description form (syllabus form)**

**General data**

<b>Cycle of studies</b>	2024-2027					
<b>Organizational unit</b>	Faculty of Economic Sciences					
<b>Studies</b>	Management, first-cycle studies					
<b>The profile of education</b>	General academic					
<b>Semester</b>	4					
<b>Mode of studies</b>	full-time					
<b>Type of course</b>	<b>Lecture</b>	<b>Practical session</b>	<b>Laboratory</b>	<b>Conversatorium</b>	<b>Seminar</b>	<b>Project</b>
<b>Number of hours</b>	15	30				
<b>Number of ECTS</b>	4					
<b>Examination</b>	Graded credit					
<b>Language</b>	English					
<b>Content author</b>	Adam Czarnota, PhD					

**Course objectives**

The aim of the course is to introduce the topic of entrepreneurship on a global scale and in Poland. Additionally, the student will acquire basic skills regarding export transactions and broader functioning on international markets.

**Prerequisites**

1. Knowledge of basic economic phenomena occurring in the environment
2. Efficient use of available information sources

**Student workload**

1. Class sessions (including assessment and examination) - 45 hours
2. Reading literature for classes - 15 hours
3. Preparing assignments - 20 hours
4. Assessment preparation - 18 hours
5. Consultations-2 hours

TOTAL: 100 hours (4 ECTS)

**Short description**

Basic concepts related to the functioning of companies on a global scale, in the European Union and Poland, with particular emphasis on projects undertaken by students, young graduates and PhD students, using high-tech knowledge. Basic market rules on a local and global scale necessary to run your own business.

**Learning outcomes**

**KNOWLEDGE:**

1. W01.Participants will knowabout the process of establishing new enterprises and developing existing ones in an international environment (IB1\_W1, IB1\_W2).
2. W02.Participants will know about basic regulations and organizational and legal forms regarding establishing and running a business on the international market (IB1\_W5, IB1\_W6).
3. W03.Participants will know the essence and basic conditions of international entrepreneurship (IB1\_W3).

**SKILLS:**

1. W01.Participants will be able to characterize and compare theories and definitions of entrepreneurship, and indicate differences and similarities between them (IB1\_U1).
2. W02.Participants will be able to develop a project for a new company operating on the international market, identify and evaluate market opportunities, and plan the process of creating a new company (IB1\_U2).
3. W03.Participants will be able to correctly interprets innovations and their impact on the situation of enterprises on the international market (IB1\_U5).

**COMPETENCIES:**

1. K01.Participants will be able to identify personal characteristics, knowledge and skills necessary to run their own international company (IB1\_K1).
2. K02.Participants will demonstrate an entrepreneurial attitude and readiness to make independent decisions and initiatives for the public interest (IB1\_K2, IB1\_K3, IB1\_K4).

**Form of verification**

Graded credit

**Detailed data**

**Type of course: Lecture**

**Bibliography**

**Bibliography:**

1. Casson, M., Yeung, B., &Basu, A. (Eds.). (2008). The Oxford handbook of entrepreneurship.
2. Dana, L. P. (Ed.). (2004). Handbook of research on international entrepreneurship. Edward Elgar Publishing.
3. Zucchella, A., Hagen, B., &Serapio, M. G. (2023). International entrepreneurship. Edward Elgar Publishing.

**Supplementary:**

1. Shenkar, O., Luo, Y., & Chi, T. (2021). International business. Routledge.
2. Etemad, H. (Ed.). (2004). International entrepreneurship in small and medium size enterprises: orientation, environment and strategy. Edward Elgar Publishing.
3. Cieřlik, J. (2017). Entrepreneurship in emerging economies: Enhancing its contribution to socio-economic development. Cham: Palgrave Macmillan.

Range of content
<ol style="list-style-type: none"> <li>1. International entrepreneurship – origins and scale of the phenomenon.</li> <li>2. International entrepreneurship in Europe.</li> <li>3. International entrepreneurship in Poland.</li> <li>4. Specificity of functioning on international markets.</li> <li>5. Basic forms of internationalization.</li> <li>6. How to appear on the international market?</li> <li>7. International activity of high-tech companies.</li> </ol>
Didactic methods
<ol style="list-style-type: none"> <li>1. Multimedia presentations</li> </ol>
Assessment methods and assessment criteria
<p>Test.</p> <p>51%-60% pts. - 3;  61%-70% pts. - 3,5;  71%-80%pts. - 4;  81%-90%pts. - 4,5;  91%-100%pts. - 5.</p>
Type of course: Practical session
Bibliography
<p><b>Bibliography:</b></p> <ol style="list-style-type: none"> <li>1. Casson, M., Yeung, B., &amp; Basu, A. (Eds.). (2008). The Oxford handbook of entrepreneurship.</li> <li>2. Dana, L. P. (Ed.). (2004). Handbook of research on international entrepreneurship. Edward Elgar Publishing.</li> <li>3. Zucchella, A., Hagen, B., &amp; Serapio, M. G. (2023). International entrepreneurship. Edward Elgar Publishing.</li> </ol> <p><b>Supplementary:</b></p> <ol style="list-style-type: none"> <li>1. Shenkar, O., Luo, Y., &amp; Chi, T. (2021). International business. Routledge.</li> <li>2. Etemad, H. (Ed.). (2004). International entrepreneurship in small and medium size enterprises: orientation, environment and strategy. Edward Elgar Publishing.</li> <li>3. Cieřlik, J. (2017). Entrepreneurship in emerging economies: Enhancing its contribution to socio-economic development. Cham: Palgrave Macmillan.</li> </ol>
Range of content
<ol style="list-style-type: none"> <li>1. Features and skills of leaders of new ventures</li> <li>2. Motives for starting new business ventures</li> <li>3. Sources of financing for entrepreneurship</li> <li>4. Founding team, staff, organizational culture of an international enterprise</li> <li>5. Promotion of new business on foreign markets</li> <li>6. Analysis of practical experiences of international entrepreneurship.</li> <li>7. Development of an export development program</li> <li>8. Cooperative forms of international cooperation</li> <li>9. International activity of high-tech companies.</li> </ol>
Didactic methods
<ol style="list-style-type: none"> <li>1. Individual and group tasks.</li> <li>2. Multimedia presentations.</li> <li>3. Case studies.</li> </ol>
Assessment methods and assessment criteria
<p>Paper/case study</p> <p>51%-60% pts. - 3;  61%-70% pts. - 3,5;  71%-80% pts. - 4;  81%-90% pts. - 4,5;  91%-100% pts. - 5.</p>