

FACULTY OF ELECTRONICS

SUBJECT CARD

Name of subject in Polish: **Przedsiębiorczość**
 Name of subject in English: **Entrepreneurship**
 Main field of study (if applicable): **Electronic and Computer Engineering**
 Specialization (if applicable):
 Profile: **academic**
 Level and form of studies: **1 st level/ full-time**
 Kind of subject: **optional**
 Subject code: **ZMZ001048**
 Group of courses: **NO**

| | Lecture | Classes | Laboratory | Project | Seminar |
|--|----------------------|---------|------------|---------|---------|
| Number of hours of organized classes in University (ZZU) | 30 | | | | |
| Number of hours of total student workload (CNPS) | 30 | | | | |
| Form of crediting | crediting with grade | | | | |
| For group of courses mark (X) final course | | | | | |
| Number of ECTS points | 1 | | | | |
| including number of ECTS points for practical (P) classes | | | | | |
| including number of ECTS points corresponding to classes that require direct participation of lecturers and other academics (BU) | 1,0 | | | | |

*delete as applicable

PREREQUISITES RELATING TO KNOWLEDGE, SKILLS AND OTHER COMPETENCES**SUBJECT OBJECTIVES**

C1. Providing knowledge about Entrepreneurship and Quality management
 C2. Obtaining by students skills - for adopting modern method of support entrepreneurship, innovations and quality management.

SUBJECT EDUCATIONAL EFFECTS

Relating to knowledge:

PEU_W01 Student knows the idea of Entrepreneurship and Quality Management

PEU_W02 Student knows types of entrepreneurship and Quality Management

PEU_W03 Student achieves knowledge about method and instruments for support Entrepreneurship, Innovations and Quality

Relating to skills:

PEU_U01 Student is ready to adopt method and instruments for support Entrepreneurship, Innovations and Quality at an enterprise.

Relating to social competences:

PEU_K01 Student is conscious about importance of entrepreneurship, quality and innovativeness

PROGRAMME CONTENT

| Lectures | | Number of hours |
|----------|---|-----------------|
| Lec 1 | Introduction for Entrepreneurship, innovativeness and Quality Management. | 3 |
| Lec 2 | Regional entrepreneurship and innovativeness. Concepts and practices. | 3 |
| Lec 3 | Academic entrepreneurship and innovativeness. Concepts and practices. | 3 |
| Lec 4 | Institution of supporting innovations and entrepreneurship. | 3 |
| Lec 5 | Quality management . Origin, idea, concepts and practices | 3 |
| Lec 6 | Quality management at IT sector. | 3 |
| Lec 7 | Process of implementing quality management at an enterprise. | 3 |
| Lec 8 | Benchmarking as a modern management tool for support quality. | 3 |
| Lec 9 | General remarks and summary. | 3 |
| Lec 10 | Written test. | 3 |
| | Total hours | 30 |

TEACHING TOOLS USED

N1. Lecture supported by Multimedia

N2. Selected case studies for better illustrating

EVALUATION OF SUBJECT LEARNING OUTCOMES ACHIEVEMENT

| Evaluation (F – forming (during semester), P – concluding (at semester end)) | Learning outcomes code | Way of evaluating learning outcomes achievement |
|--|-----------------------------|--|
| F1 | PEU_W01 - PEU_W02, PEU_U01, | Estimation the student activity by checking list of presence (lecture) |
| F2 | PEU_W01 - PEU_W02, PEU_U01 | Estimation the knowledge by preparing team work relating to entrepreneurship |
| F3 | PEU_K01 | Assessment of creative thinking by discussion activity on classes. |

P

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|---|
| PRIMARY AND SECONDARY LITERATURE |
| <u>PRIMARY LITERATURE:</u> |
| [1] Kotler P., Trias De Bes F., „Innowacyjność przepis na sukces” Dom Wydawniczy Rebis, Poznań 2013 |
| [2] Bank J., „Zarządzanie przez jakość”, Felberg SJA, Warszawa 2000 |
| [3] Tidd j., Bessant J., Zarządzanie innowacjami – Integracja zmian technologicznych, rynkowych i organizacyjnych, Oficyna Wolters Kluwer business, Warszawa 2011 |
| <u>SECONDARY LITERATURE:</u> |
| [1] Świda A., “ Strategic Management ”, Wrocław University of Technology, Wrocław 2011 |
| [2] The Oxford Handbook of Innovation, Oxford University Press 2005 |
| [3] Drucker P.F. “Zawód menedżer “ MT Biznes sp.z o.o. 2004 |
| SUBJECT SUPERVISOR (NAME AND SURNAME, E-MAIL ADDRESS) |
| PhD Adam Świda, adam.swida@pwr.edu.pl |