#### card of course

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| Subject name | Design your own enterprise |

1. Location of the subject in the system of studies

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| 1.1. Programme | Management, Computer science |
| 1.2. Mode of study | Full time studies |
| 1.3. Level of degree | Bachelor degree |
| 1.4. Profile | Practical |

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| 1.5. Speciality | - |
| 1.6. Lecturer responsible for the subject  | Maria Sieńko |

2. General characteristic of the subject

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| 2.1. Connection with a subject group | Directional/practical |
| 2.2. Total credits (ECTS) | 1 |
| 2.3. Language of instruction | English |
| 2.4. Semesters in which the subject is carried out | VI |
| 2.5. Criterion for selection of listeners |  |

1. Learning outcomes and method of conducting classes
	1. Aim of the subject

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| Lp. | Aim of the subject |
|
| C1 | To stimulate an entrepreneurial attitude in students, orienting the student to think in an entrepreneurial way. |
| C2 | To inspire the creation of jobs for themselves and others. |
| C3 | To use the student's knowledge and individual resources in a situation of designing one's own venture. To prepare students to plan and implement their own ventures. |
| C4 | To develop the ability to independently plan a career path in order to realise one's own intentions and passions. |
| C5 |  To develop their own imagination, entrepreneurship, creative approach to reality. |
| C6 | Understand the need for one's own professional improvement and personal development. |
| C7 | Recognising patterns of action, learning to define and design change for oneself and one's environment. |
| C8 |  To acquire the ability to work effectively and creatively in a group. |

* 1. Learning outcomes, divided into KNOWLEDGE, SKILLS AND COMPETENCIES, with reference to learning outcomes for an area(s) and a field of study

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| Lp. | Description of learing outcomes | Reference to the learning outcomes (symbols) | Form of teaching (Mark with a „X”) |
| ST | NST |
| Classes at the University | Classes on a platform | Classes at the University | Classes on a platform |
| After completing the subject, student in the range of **KNOWLEDGE**,know and understand |
| W1 | Principles of enterprise organisation, organisational norms and rules  | Z1\_W04INF\_W16INF\_W17INF\_W22 |  | X |  | X |
| W2 | Relationship between entrepreneurial attitude and planning own future, understands the importance and application of knowledge in planning professional future |  | X |  | X |
| W3 | The role of coordination and control of activities enabling business planning, conditions and principles of business |  | X |  | X |
| W4 | Knows the basic principles of investment efficiency calculations, knows how to estimate costs |  | X |  | X |
| After completing the subject, student in the range of **SKILLS**, can |
| U1 | Design own enterprise and define own subject objectives, activities, mission and vision  | Z1\_U08INF\_U02, INF\_U06, INF\_U07, INF\_U10,  |  | X |  | X |
| U2 | Perceive patterns of action, define and responsibly design change for self and environment. |  | X |  | X |
| U3 | Determine how to reach the customer and inform them about the product  |  | X |  | X |
| U4 | set directions and improve one's skills, plan and organise work  |  | X |  | X |
| U5 | apply basic principles of investment efficiency calculus in the project, make a financial assessment/analysis of the proje |  | X |  | X |
| After completing the subject, student in the field of **SOCIAL COMPETENCES**, is able to |
| K1 |  To think in an entrepreneurial way, to be open to change. | Z1\_K05 |  | X |  | X |
| K2 | To plan and implement one's own ventures and be responsible for them. |  | X |  | X |
| K3 | To collaborate with others and gain allies for project implementation  |  | X |  | X |

3.3. Type of classes and number of hours - full time studies (ST), part time studies (NST)

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Mode of study | Lecture | Exercises | Project | Workshops | Lab | Seminar | Lectorate | Using distan-ce learning methods and techniques in the form of classes online | Others | **ECTS** |
| **ST** |  |  | 15 |  |  |  |  |  |  | 1 |
| **NST** |  |  |  |  |  |  |  |  |  |  |

3.4. Curriculum content (separately for each type of classes). Mark (X) how the content will be implemented (classes at the university or classes on the platform conducted using distance learning methods and techniques)

TYPE OF CLASSES: PROJECT

|  |  |  |  |
| --- | --- | --- | --- |
| Lp. | Treść zajęć | Reference to the subject learning outcomes  | Sposób realizacji (zaznaczyć „X”) |
| ST | NST |
| Classes at the University | Classes on a platform | Classes at the University | Classes on a platform |
| 1. | Designing one's own professional future based on one's own preferences. Principles of venture organisation. | W1, W2 |  | X |  | X |
| 2. |  Finding a competitive product targeting a specific customer group. Mission and objective. | W3, U1, K2 |  | X |  | X |
| 3. | Determinants and principles of activity W3, U1, K2 X X | W2, W3, U3 |  | X |  | X |
| 4. | Ways and channels to inform the customer about this product based on the resources at hand. | W3, U2, K3 |  | X |  | X |
| 5 | Use of additional resources obtained from the environment (allies). | U2, U4, K1, K3 |  | X |  | X |
| 6 | Looking for innovative solutions to given problems. Different patterns of action. Determining the direction of development. | W4, U5 |  | X |  | X |
| 7 | Accounting for investment efficiency. Financial analysis of a venture. |  |  | X |  | X |

3.5. Methods of evaluation of learning outcomes (describe the methods of teaching and verification of learning outcomes and methods of documentation)

During the class, students work on a project of their own. The trainer discusses the different stages of the project. Students fill in a form, in which they identify in turn: the idea for the venture (nature and type of venture, name), the mission and vision of the venture, the environment of the company, the characteristics of the product/service. In the next step, they identify the competitors for the venture, estimate the market demand and the factors influencing buyers' decisions. They identify suppliers and intermediaries and define the rules of cooperation with the selected entities. The project should also identify the strengths and weaknesses of the venture. The next step is to identify promotional activities and the anticipated directions in which the business can develop. In the final part of the project, students estimate the initial costs of the venture, make a preliminary calculation of price and revenue and profit. Once the project has been developed, students prepare a short multimedia presentation containing the most important information about the project, which they present in the last class.

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| Learning outcomes | Methods of teaching | Methods of verification of learning outcomes | Methods of documentation |
| KNOWLEDGE |
| W1-W4 | Work on project and multimedia presentation  | Preparation of project and multimedia presentation  | Evaluated project and multimedia presentation |
| SKILLS |
| U1-U4 | Work on project and multimedia presentation  | Preparation of project and multimedia presentation  | Evaluated project and multimedia presentation |
| SOCIAL COMPETENCES |
| K1-K2 | Work on project and multimedia presentation  | Preparation of project and multimedia presentation  | Evaluated project and multimedia presentation |

3.6. Criteria for assessing the achieved learning outcomes

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| --- | --- | --- | --- |
| Learning outcome | For a grade of 3 student knows and understands/can/is able to: | For a grade of 4 student knows and understands/can/is able to: | For a grade of 5 student knows and understands/can/is able to: |
| W | 60-75% of the knowledge indicated in the learning outcomes | 76-90% of the knowledge indicated in the learning outcomes | 91-100% of the knowledge indicated in the learning outcomes |
| U | 60-75% of the skills indicated in the learning outcomes | 76-90% of the skills indicated in the learning outcomes | 91-100% of the skills indicated in the learning outcomes |
| K | 60-75% of the skills indicated in the learning outcomes | 76-90% of the skills indicated in the learning outcomes | 91-100% of the skills indicated in the learning outcomes |

3.7. Literature

**Basic:**

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| --- |
| * Opolski K., Waśniewski K., Biznesplan Jak go budować i analizować, CeDeWu, Warszawa, 2023
 |
| * Paździor, *Przedsiębiorczość: Jak pozyskać kapitał*, Politechnika Lubelska – Wydział Zarządzania, Lublin 2011
 |

**Supplementary:**

Paździor, *Biznes plan. Klucz do rozwoju przedsiębiorstwa*, WSPiA – KFiR PL, Lublin 2010

4. Student’s workload – balance of credits (ects)

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| --- | --- |
| **Student’s activity** | **Student’s workload**  |
| **ST** | **NST** |
| **CONTACT HOURS (activities that require direct participation of an academic teacher)** | **15** |  |
| Classes provided by the study plan | 15 |  |
| Consultation (min. 10% of hours provided for any form of classes) | 2 |  |
| **STUDENT’S OWN WORK** | **10** |  |
| Preparation for class, preparation of project work/presentations/etc | 5 |  |
| Preparation for passing the classes | 5 |  |
| **TOTAL STUDENT WORKLOAD** | **25** |  |
| **Credits (ECTS) for a subject** | **1** |  |

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| --- | --- |
| Date of last change  | 08.03.2024 |
| Changes introduced | Maria Sieńko |
| Changes approved | Dr inż. Michalina Gryniewicz-Jaworska  |