

To be filled in by the Field of Study Committee	Module (course block) name: <b>ELECTIVE COURSES BUSINESS ANALYSIS MANAGER</b>				Module code: D.1.		
	Course name: <b>Business Design</b>				Course code: 25		
	Organisational Unit conducting the course/module: <b>Instytut Ekonomiczny</b>						
	Field of study: <i>management and law studies</i>				Study cycle: <i>second-cycle studies</i>		
	Mode of study: <b>Full time</b>				Study profile: <b>practical</b>		
	Year / semester: <b>II/III</b>		Course/module status: <b>optional</b>		Course/module language: <b>English</b>		
	Form of tuition	lecture	class	laboratory	project	seminar	other (please, specify)
Course load (hrs)		<b>15</b>					
Module/course coordinator		dr Katarzyna Olszewska					
Lecturer		dr Katarzyna Olszewska					
Course/module objectives		The aim of the course is to familiarize students with the principles and methods of organizing and running a business in the current economic conditions. The effect of education will be the ability to navigate properly in the economic system and the predisposition to make decisions that will allow those interested to start self-employment.					
Entry requirements		basic economic knowledge					
<b>LEARNING OUTCOMES</b>							
No.	Learning outcome description					Reference to the learning outcomes for <b>Field of Study</b>	
<b>Knowledge – the student:</b>							
1	has deep knowledge about bussines functioning on the domestic and international market					K2P_W03	
2	identifies the processes of individual entrepreneurship					K2P_W09 K2P_W12	
<b>Skills – the student:</b>							
3	uses procedures and standards in the process of analyzing complex issues related to planning and implementing business operations.					K2P_U01 K2P_U02	
<b>Social competences – the student:</b>							
4	is able to work in a team, effectively completing assigned tasks, demonstrating communication and organizational skills					K2P_K01	
<b>CURRICULUM CONTENTS</b>							
<b>Classes</b>							
The procedure for opening a business on its own account; Elements of the business venture plan; Sources of financing business activity; Business thinking to business design; Small business plan of individual company Business model CANVAS.							
Basic literature		<ol style="list-style-type: none"> <li>1. Porada-Rochoń M., Brojak-Trzaskowska M., Kordela D., Tomczyk M., <i>Przedsiębiorstwa w obliczu wyzwań XXI wieku, Modele biznesowe, finansowanie, innowacje</i>, Wyd. CDU-Lion, Kraków 2018.</li> <li>2. J.Bednarz, E.Gostomski, <i>Działalność małych i średnich przedsiębiorstw na rynkach zagranicznych</i>, Wydawnictwo Uniwersytetu Gdańskiego, Gdańsk 2009.</li> <li>3. K. Wach, <i>Własny biznes w Unii Europejskiej</i>, Wydawnictwo Uniwersytetu</li> </ol>					

	Ekonomicznego w Krakowie, Kraków 2008	
Additional literature	1. Ling D., <i>Complete design thinking guide for succesful proffessionals</i> , Wyd Lulu Press 2016 2. Pijl P., Lokitz J., Solomon L.K., <i>Design a better business</i> , Wyd. Wiley Jonhn + Sons 2016	
Teaching methods	multimedia presentations, case study	
Form and terms of awarding credits	<ul style="list-style-type: none"> <li>• active participation in classes</li> <li>• student's project</li> </ul>	
<b>Learning outcomes verification methods</b>		Learning outcome number
Active participation in classes (asking questions, conducting polemics, completing the lecturer's statements with practical insights and based on own experience)		1,2,4
Project of own business (work in groups)		3
<b>STUDENT WORKLOAD</b>		
Type of activity/tuition	Number of hours	
	Total	Activities related to practical professional preparation
Participation in lectures	-	
Independent study of lecture topics	-	
Participation in classes and laboratories*	15	15
Independent preparation for classes*	15	15
Preparation of projects/essays/etc.*	15	15
Preparation for examination/credit awarding test	5	5
Participation in consultation hours		
Other		
<b>TOTAL student workload in hours</b>	50	50
<b>Number of ECTS credits for the course</b>	<b>2</b>	
<b>Number of ECTS credits assigned to the scientific discipline</b>	<b>Nauki o zarządzaniu i jakości</b>	<b>1,5</b>
	<b>Nauki prawne</b>	<b>0,5</b>
Number of ECTS credits associated with practical classes*	<b>2</b>	
Number of ECTS credits for classes which require direct participation of lecturers	0,6	