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| Course title | Green Business Venturing | | | | | | ECTS code | 4.0.2403 | | | | |
| | | | | | | | ECTS credits | 5 | | | | |
| | | | | | | | max. students | 32 | | | | |
| Name of unit administrating study | KMakr | Field of study | Economics/MSG** | Field of specialisation | NONE; | | | | | | | |
| Teaching staff | Przemysław Kulawczuk, Associate Professor | | | | | | | | | | | |
| Number of hours | | | | | | | | | | | | |
| Lectures | 30 | Classes | 0 | Tutorials | 0 | Laboratory | 0 | Seminars | 0 | Language classes | 0 | |
| Forma aktywności | | | | | | | Year&Type of studies* | 3 SS1, | | | | |
| Hours with the participation of the academic teacher (including office hours, exams, others): | | | | | | Semester: | 6, | | | | | |
| Hours without the participation of the academic teacher (student's self-study, homeworks): | | | | | | Type of course: | optional | | | | | |
| Total number of hours: | | | | | | 0 | Language of instruction: | English | | | | |
| Teaching form | in-class learning Faculty of Economics Building | | | | | | | | | | | |
| Teaching methods | Lectures including multimodal presentations, Activating methods in training classes, Discussion, questioning, Case studies, Collaborating, group activities, | | | | | | | | | | | |
| Prerequisites (required courses and introductory requirements) | | | | | | | | | | | | |
| Required courses | Fundamental / basic business management course is suggested to pass before Green Business Venturing or alternatively cultural studies on new life styles course (or similar), or intercultural business (similar). | | | | | | | | | | | |
| Introductory requirements | Innovative spirit, openness to group work, willingness to defend own ideas, patience in learning how to make managerial decisions. | | | | | | | | | | | |
| Assessment method, forms and criteria | | | | | | | | | | | | |
| Assessment method | Course completion (graded) | | | | | | | | | | | |
| Assessment criteria | Students will be assessed basing on the 2 groups of criteria: a) active participation in lectures, discussions, group works, practical exercises etc. - 50% of available points b) quality of the prepared business model project in small 2-3 persons groups on green business start ups - 50% of available points the quality components will include: original approach 1/4, attractiveness of green business for the market 1/4, convincing ppt / prezi presentation 1/4 and right pricing and proper financial targets 1/4. | | | | | | | | | | | |
| Course objectives | | | | | | | | | | | | |
| The main aim of the course in Green Business Venturing is to develop innovative spirit in the area of seeking good business opportunities in the area of green business, building skills how to use those opportunities and convert them into the working business models and finally how to defend the worked out business models in front of venture investors. Besides, the participants will learn a substantial piece of knowledge about green business, new life styles and how to join the main stream of the new generation development. | | | | | | | | | | | | |
| Learning outcomes | | | | | | | | | | | | |
| Knowledge | MSG1_W13 | The student gains the enlarged knowledge on starting up and functioning of green small enterprises including international markets. | | | | | | | | | | |
| | E1_W11 | The student gains knowledge in starting up new green ventures, including business models and forms of business start ups. | | | | | | | | | | |
| Verification of learning outcomes - Knowledge | | | | | | | | | | | | |
| Outcomes | written exam | oral exam | test | essay/paper /portfolio | tasks/ homeworks | individual presentation | group presentation | classroom activities | classroom discussion | individual project | group project | |
| MSG1_W13 | | | | | | | X | | X | | | |

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|---|---|--|------|------------------------|------------------|-------------------------|--------------------|----------------------|----------------------|--------------------|---------------|
| E1_W11 | | | | | | | X | | X | | |
| Skills | MSG1_U04 | The student gains skills in using knowledge in decision making in green business formation, including international business environment. | | | | | | | | | |
| | E1_U06 | The student gains the ability to design reasonable business propositions to solve problems or to exploit green business opportunities in green business formation. | | | | | | | | | |
| Verification of learning outcomes - Skills | | | | | | | | | | | |
| Outcomes | written exam | oral exam | test | essay/paper /portfolio | tasks/ homeworks | individual presentation | group presentation | classroom activities | classroom discussion | individual project | group project |
| MSG1_U04 | | | | | | | X | X | | | |
| E1_U06 | | | | | | | X | X | | | |
| Attitudes | MSG1_K04 | The student is able to is ready to think and act in an entrepreneurial manner; adapts to new situations and conditions build organizational skills of cooperation that allow for successful decision making. | | | | | | | | | |
| | E1_K05 | The student can set up priorities and plan project tasks as well as monitor and correct the project progress. | | | | | | | | | |
| Verification of learning outcomes - Attitudes | | | | | | | | | | | |
| Outcomes | written exam | oral exam | test | essay/paper /portfolio | tasks/ homeworks | individual presentation | group presentation | classroom activities | classroom discussion | individual project | group project |
| MSG1_K04 | | | | | | | X | X | X | | |
| E1_K05 | | | | | | | X | X | X | | |
| Course contents | | | | | | | | | | | |
| <ol style="list-style-type: none"> Green and healthy life and new lifestyles - lecture and interactive group discussion. New needs and cultural patterns possible for green business exploitation - lecture and interactive group discussion. Definition of green business: presentation of solutions used in different countries and group discussion. Business knowledge and know-how. How to learn them? Green branch knowledge and skills. Selection of thematic approach for group projects. Building creative ideas for new green ventures. Introductory lecture and group project work. Planning new green ventures - Osterwalder bussiness model application - introductory lecture and group project work. Green business marketing. Introductory lecture and group project work. Building customers' relations in green products and services. Introductory lecture and group project work. Financing green ventures. Introductory lecture and group project work. Green business international. Introductory lecture and group project work. Strategies of small business expansion on new markets. Introductory lecture and group project work. 12-15. Groups' presentations of green business models and defence ahead of virtual venture investors. | | | | | | | | | | | |
| Recommended reading lists | | | | | | | | | | | |
| A. Fundamental (basic) literature | | | | | | | | | | | |
| <ol style="list-style-type: none"> Dean A. Shepherd, Michael P. Peters, Robert D. Hisrich, <i>Entrepreneurship</i>, McGrawHill Education, 2019. <i>Masters' business models projects in green business</i>, Faculty of Economics 2013-2017. <i>How to set up your own small business</i>, American Institute of Small Business, 1991. Cardullo M. <i>Technological Entrepreneurism</i>, Research Studies Press, 1999. | | | | | | | | | | | |
| B. Supplemental literature | | | | | | | | | | | |
| <ol style="list-style-type: none"> <i>Enabling local green growth. Addressing Climate Change Effects on Employment and Local Development</i>, OECD Paris 2012. Electronic publications delivered by the lecturer. | | | | | | | | | | | |
| Contact | przemyslaw.kulawczuk@ug.edu.pl ; pk1@post.pl , | | | | | | | | | | |

* SS1- undergraduate studies * SS2 - graduate studies * SDang - doctoral studies

** MSG - International Economic Relations