

Course title	Entrepreneurship
Component code	01-04
Lecturer	Determined later
Lecturer's email address	
Hours	15 (classes accumulated in larger time blocks)
ECTS	5
Semester	Winter
Content	<ol style="list-style-type: none"> 1. My/our entrepreneurship 2. Opportunities and threats 3. Choosing a trend for project development 4. Customer expectations 5. Identifying competitors and their characteristics 6. Defining strengths and weaknesses 7. Brand positioning 8. Your own company name and logo 9. Product layers and coming up with unusual solutions 10. Consumer communication plan (who, what, how) 11. Choosing the right communication tools 12. Assessing whether and why your brand deserves love and respect
Learning outcomes	<p>BUSINESS SKILLS</p> <ul style="list-style-type: none"> • ability to create business ideas • ability to analyze the business environment and adapt your own ideas to it • assessment of opportunities and threats in business • ability to create brand assumptions • ability to create unique products and services <p>SOCIAL SKILLS</p> <ul style="list-style-type: none"> • ability to work in a team • ability to work using the workshop method • ability to present business concepts
Selected literature	<p>Sinek S. Start with why? 2009</p> <p>Reason B., Lovlie L. Flu M.B. Service design for Business, 2016</p>
Teaching tools/methods	<p>Workshops</p> <p>Exercises</p> <p>Teamwork with elements Design Thinking method</p>
Form of examination	<p>Projects</p> <p>Public presentations</p>