

Course title	Entrepreneurship
Component code	01-04
Lecturer	Determined later
Hours	15 (classes accumulated in larger time blocks)
ECTS	5
Semester	Summer
Content	<ol style="list-style-type: none"> <li>1. My/our entrepreneurship</li> <li>2. Opportunities and threats</li> <li>3. Choosing a trend for project development</li> <li>4. Customer expectations</li> <li>5. Identifying competitors and their characteristics</li> <li>6. Defining strengths and weaknesses</li> <li>7. Brand positioning</li> <li>8. Your own company name and logo</li> <li>9. Product layers and coming up with unusual solutions</li> <li>10. Consumer communication plan (who, what, how)</li> <li>11. Choosing the right communication tools</li> <li>12. Assessing whether and why your brand deserves love and respect</li> </ol>
Learning outcomes	<p><b>BUSINESS SKILLS</b></p> <ul style="list-style-type: none"> <li>• ability to create business ideas</li> <li>• ability to analyze the business environment and adapt your own ideas to it</li> <li>• assessment of opportunities and threats in business</li> <li>• ability to create brand assumptions</li> <li>• ability to create unique products and services</li> </ul> <p><b>SOCIAL SKILLS</b></p> <ul style="list-style-type: none"> <li>• ability to work in a team</li> <li>• ability to work using the workshop method</li> <li>• ability to present business concepts</li> </ul>
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>