



## Creating Your Own Innovative Company Syllabus

<b>1. Module Title</b>	Creating Your Own Innovative Company	<b>2. Module Code</b>	
<b>3. Academic Year, Semester, Mode of Studies</b>	<b>2024/2025 academic year Semester 3, Full-time Studies</b>		
<b>4. Aims and Learning Outcomes</b>	<p>The workshop provides hands-on experience in starting and running own innovative business. The workshop aims to provide students with a real-world, real-time experience supplemented by case studies, expert advice, and the sharing of lessons learned.</p> <p>Students are expected to develop a basic understanding of the fundamental concepts of entrepreneurship, business management, and functional activities, including:</p> <ul style="list-style-type: none"> <li>Recognizing creativity and innovation</li> <li>Identifying business opportunities</li> <li>Conducting a feasibility analysis and designing a business model</li> <li>Providing industry and competitor analysis</li> <li>Crafting a business plan</li> <li>Developing a marketing strategy</li> <li>Creating a successful financial plan</li> <li>Building and leading a new venture team</li> <li>Conducting operations management</li> <li>Understanding the importance of intellectual property</li> </ul>		
<b>Knowledge</b>	<b>Code</b>		<b>Assessment</b>
	<b>Subject</b>	<b>Field</b>	
Has in-depth knowledge of the functioning of enterprise on the domestic and international market, including economic, legal, ethical and other conditions and relations between an enterprise and its environment	EP-1	K_W07	Mid-term exam Project
Has in-depth knowledge of the principles of creating and developing forms of individual entrepreneurship, using knowledge of economics, law and management	EP-2	K_W16	Final exam Project
Has in-depth knowledge of internal and external development conditions organization, including the rules for creating new business initiatives	EP-3	K_W17	Final exam Project
<b>Skills</b>	<b>Code</b>		<b>Assessment</b>
	<b>Subject</b>	<b>Field</b>	
Is able to innovatively use and modify methods and tools for analysing processes and phenomena occurring in the organization and its environment, and can formulate solutions of his/her own implementation	EP-4	K_U03	Mid-term exam Project
Is able to analyse and evaluate the	EP-5	K_U07	Final exam

development strategy of the organization, including the marketing and communication strategy			Project
<b>Social Competencies</b>	<b>Code</b>		<b>Assessment</b>
	<b>Subject</b>	<b>Field</b>	
Is ready to think and act in an entrepreneurial manner in accordance with accepted norms and rules	EP-6	K_K04	Class discussion Final exam Project
Is ready to perform professional roles in a responsible manner, including in particular those related to the responsibility for team management, development of the profession's achievements, maintaining the ethos of the profession, as well as observing and developing the principles of professional ethics, including activities aimed at their observance	EP-7	K_K05	Class discussion Final exam Project
<b>5. Module Leader</b>	<b>Name</b>		<b>E-mail</b>
	Serhiy Zabolotnyy		serhiy.zabolotnyy@lazarski.pl
<b>6. Lecturer (s)</b>	<b>Name</b>		<b>E-mail</b>
	Serhiy Zabolotnyy		serhiy.zabolotnyy@lazarski.pl
<b>7. Module Level</b>	<b>Master's</b>		<b>Bachelor's</b>
	X		
<b>8. Year and Programme</b>	<b>Year</b>		<b>Programme</b>
	2		Management
<b>9. Module Content</b>			
<b>#.</b>	<b>Topics Discussed</b>		<b>Hours</b>
<b>Workshop</b>			
1	The foundations of entrepreneurship		2,5
2	Creativity and innovation: a key to entrepreneurial success		2,5
3	Feasibility analysis and business model		2,5
4	Industry and competitor analysis		2,5
5	Developing a business plan		2,5
6	Building a marketing plan		2,5
7	Creating a financial plan - budgeting		2,5
8	Creating a financial plan – financial statement proforma		2,5
9	Managing a new venture team		2,5
10	Intellectual property issues		2,5
11	Presentations of Business Plans		2,5
12	Presentations of Business Plans		2,5
<b>10. Individual Student's Work</b>			
<b>#.</b>	<b>Description</b>		<b>Hours</b>
	Preparation for mid-term and final exam		35
	Preparing presentation of business plan		35

<b>11. Assessment Methods</b>	Mid-term and final exam - 40 % Coursework: project - 60 %		
<b>12. Assessment Criteria</b>	Points translate into marks as follows: 50 - 59 points: mark 3 60 - 69 points: mark 3.5 70 - 79 points: mark 4 80 - 89 points: mark 4.5 90 - 98 points: mark 5 98-100 points: mark 5.5 In the case of exceptional student's performance, the lecturer may award a mark of 5.5 even with an insufficient number of points scored.		
<b>13. ECTS Credits</b>	4		
		<b>Hours</b>	<b>ECTS</b>
	<b>Contact Hours</b>		
	<b>Workshop</b>	<b>30</b>	<b>1,2</b>
	<b>Other Form</b>		
	<b>Individual Student's Work</b>		
	- Preparation for mid-term and final exam	<b>35</b>	<b>2,8</b>
	- Preparing presentation of business plan	<b>35</b>	
	<b>SUM</b>	<b>100</b>	<b>4</b>
<b>14. Required Readings</b>	<b>1. Entrepreneurship Successfully Launching New Ventures</b> , Updated 6e Bruce R. Barringer, R. Duane Ireland Pearson, 2021 <b>2. Essentials of Entrepreneurship and Small Business Management</b> , Ninth Edition Norman M. Scarborough, Jeffrey R. Cornwall Pearson, 2019		
<b>15. Recommended Readings</b>	<b>1. Small Business Management: Entrepreneurship and Beyond</b> Timothy S. Hatten Cengage Learning; 6th Edition, 2015 <b>2. How to Start Your Own Business: The Facts Visually Explained</b> Cheryl Rickman DK Publishing, 2021		
<b>16. Place where module is run</b>	Lazarski University		
<b>17. Other</b>	n/a		