

Creating Your Own Innovative Company Syllabus

1. Module Title	Creating Your Own Innova	tive	2. Module Co	de			
	Company						
3. Academic	2024/2025 academic year						
Year,	Semester 3, Full-time Studies						
Semester,							
Mode of							
Studies	Th	. 4		1	•		
4. Aims and	The workshop provides hands-on experience in starting and running own						
Learning	innovative business. The workshop aims to provide students with a real-world,						
Outcomes	real-time experience supplemented by case studies, expert advice, and the						
	sharing of lessons learned.						
	Students are expected to develop a basic understanding of the fundamental						
	concepts of entrepreneurship, business management, and functional activities,						
	including: Recognizing creativity and innovation						
	Recognizing creativity and innovation Identifying business opportunities						
	Conducting a feasibility and		signing a busin	ess model			
	Providing industry and com						
	Crafting a business plan	-F					
	Developing a marketing str	ategy					
	Creating a successful finance						
	Building and leading a new		n				
	Conducting operations man	agement					
	Understanding the importar	nce of intelle	ctual property				
	Inowledge		Code				
Knowledge		Code		Assessn	nent		
Knowledge		Code Subject	Field	Assessn	nent		
	wledge of the functioning of	Subject					
Has in-depth know	wledge of the functioning of domestic and international		Field K_W07	Mid-terr			
Has in-depth know enterprise on the o	domestic and international	Subject					
Has in-depth know enterprise on the of market, including	-	Subject		Mid-terr			
Has in-depth know enterprise on the of market, including	domestic and international economic, legal, ethical ons and relations between	Subject		Mid-terr			
Has in-depth know enterprise on the of market, including and other condition an enterprise and	domestic and international economic, legal, ethical ons and relations between	Subject		Mid-terr	n exam		
Has in-depth known enterprise on the comarket, including and other conditions an enterprise and Has in-depth known	domestic and international economic, legal, ethical ons and relations between its environment	Subject EP-1	K_W07	Mid-terr Project	n exam		
Has in-depth known enterprise on the commarket, including and other conditions an enterprise and Has in-depth known creating and development.	domestic and international economic, legal, ethical ons and relations between its environment wledge of the principles of	Subject EP-1	K_W07	Mid-terr Project Final ex	n exam		
Has in-depth known enterprise on the commarket, including and other conditions an enterprise and Has in-depth known creating and develon enterpreneurship, economics, law and enterprise and the enterpreneurship, economics, law and enterprise and every enterpreneurship, economics, law and enterprise enterprise and enterpreneurship, economics, law and enterprise e	domestic and international economic, legal, ethical ons and relations between its environment wledge of the principles of loping forms of individual using knowledge of and management	EP-2	K_W07	Mid-terr Project Final ex Project	m exam		
Has in-depth known enterprise on the commarket, including and other conditions an enterprise and Has in-depth known creating and develon enterpreneurship, economics, law and Has in-depth known has in-depth known enterpreneurship, economics, law and Has in-depth known enterpreneurship.	domestic and international economic, legal, ethical ons and relations between its environment wledge of the principles of loping forms of individual using knowledge of ad management wledge of internal and	Subject EP-1	K_W07	Mid-terr Project Final ex Project Final ex	m exam		
Has in-depth known enterprise on the commarket, including and other conditions an enterprise and Has in-depth known creating and developments, law and Has in-depth known external developments.	domestic and international economic, legal, ethical ons and relations between its environment wledge of the principles of loping forms of individual using knowledge of and management wledge of internal and nent conditions	EP-2	K_W07	Mid-terr Project Final ex Project	m exam		
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Has in-depth known enterprise on the comarket, including and other conditions an enterprise and has in-depth known creating and developments, law and has in-depth known external developments organization, includes business initions.	domestic and international economic, legal, ethical ons and relations between its environment wledge of the principles of loping forms of individual using knowledge of and management wledge of internal and ment conditions uding the rules for creating atives	EP-2 EP-3 Code Subject	K_W07 K_W16 K_W17	Mid-tern Project Final ex Project Final ex Project Assessn	am am		
Has in-depth known enterprise on the comarket, including and other conditions an enterprise and Has in-depth known creating and developments, law and Has in-depth known external developments organization, including business initials. Is able to innovation	domestic and international economic, legal, ethical ons and relations between its environment wledge of the principles of loping forms of individual using knowledge of and management wledge of internal and nent conditions uding the rules for creating atives	EP-2 EP-3 Code	K_W07 K_W16 K_W17	Mid-tern Project Final ex Project Final ex Project Assessn Mid-tern	am am		
Has in-depth known enterprise on the commarket, including and other conditions an enterprise and Has in-depth known creating and developments, law and Has in-depth known external developments organization, including business initials. Is able to innovation methods and tools.	domestic and international economic, legal, ethical ons and relations between its environment wledge of the principles of loping forms of individual using knowledge of and management wledge of internal and nent conditions uding the rules for creating atives	EP-2 EP-3 Code Subject	K_W07 K_W16 K_W17	Mid-tern Project Final ex Project Final ex Project Assessn	am am		
Has in-depth known enterprise on the of market, including and other conditions an enterprise and Has in-depth known creating and developments, law and Has in-depth known external developments organization, including business initions. Skills Is able to innovation methods and tools and phenomena or survey and the strength of the str	domestic and international economic, legal, ethical ons and relations between its environment wledge of the principles of loping forms of individual using knowledge of and management wledge of internal and nent conditions uding the rules for creating atives vely use and modify of for analysing processes ccurring in the organization	EP-2 EP-3 Code Subject	K_W07 K_W16 K_W17	Mid-tern Project Final ex Project Final ex Project Assessn Mid-tern	am am		
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Has in-depth known enterprise on the comarket, including and other conditions an enterprise and has in-depth known creating and developments, law and has in-depth known external developments or an including high similar shall be	domestic and international economic, legal, ethical ons and relations between its environment wledge of the principles of loping forms of individual using knowledge of and management wledge of internal and nent conditions uding the rules for creating atives vely use and modify for analysing processes ccurring in the organization int, and can formulate er own implementation	EP-2 EP-3 Code Subject	K_W07 K_W16 K_W17	Mid-tern Project Final ex Project Final ex Project Assessn Mid-tern	am am ent m exam		

	development strategy of the organization, including the marketing and communication				Project		
strategy							
Social	Social Competencies		Code	T	Assessment		
T	1 4 41 1	1	Subject	Field	C1 1'	•	
Is ready to think and act in an entrepreneurial		EP-6	K_K04	Class discussi Final exam	ion		
	manner in accordance with accepted norms and rules				Project		
	Is ready to perform professional roles in a		EP-7	K_K05	Class discussi	ion	
responsible manner, including in particular				_	Final exam		
those related to the responsibility for team					Project		
management, development of the							
		vements, maintaining the					
		ssion, as well as observing e principles of professional					
		activities aimed at their					
observ	_						
	5. Module Name				E-mail		
Leade	er	Serhiy Zabolotnyy		sei	serhiy.zabolotnyy@lazarski.pl		
6. Led	cturer (s)	Name			E-mail		
		Serhiy Zabolotr	Serhiy Zabolotnyy		serhiy.zabolotnyy@lazarski.pl		
7. Mo		Master's			Bachelor's		
	Level X						
	ar and	Year			Programme		
Progr	Programme 2				Management		
	dule Conte					T	
#.			Discussed			Hours	
1	The found	ations of entrepreneurship	orkshop			2,5	
2	Creativity and innovation: a key to entrepreneurial success			2,5			
3	Feasibility	1					
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						2,5	
12		ons of Business Plans				2,5	
	dividual St	udent's Work			T		
#.		Description			Hours		
	Preparatio	Preparation for mid-term and final exam			35		
	Preparing	presentation of business plan	1		35		
	1				<u> </u>		

Methods 12. Assessment	Mid-term and final exam - 40 % Coursework: project - 60 % Points translate into marks as follows:					
12. Assessment	Points translate into marks as follows:					
		1 3				
Cilicia	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					
	mark of 5.5 even with an insufficient number of points scored.					
13. ECTS Credits	4					
		Hours	ECTS			
L						
	Contact I	Hours				
	Workshop	30	1,2			
_	Other F	orm				
	Individual Student's Work					
	- Preparation for mid-term and final	35				
	exam		2,8			
	- Preparing presentation of business	35	,-			
	plan					
	SUM	100	4			
14. Required	1. Entrepreneurship Successfully Lau	nching New Ven	tures, Updated			
_	6e	Ö	, I			
	Bruce R. Barringer, R. Duane Ireland					
	Pearson, 2021					
	2. Essentials of Entrepreneurship and	Small Business 1	Management,			
	Ninth Edition					
	Norman M. Scarborough, Jeffrey R. Cornwall					
	Pearson, 2019					
15. Recommended	1. Small Business Management: Entrepreneurship and Beyond					
Readings	Timothy S. Hatten					
	Cengage Learning; 6th Edition, 2015 2. How to Start Your Own Business: The Facts Visually Explained Cheryl Rickman DK Publishing, 2021					
16. Place where	Lazarski University					
module is run	·					
17. Other	n/a					