



# SGH

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Year	2015/2016	
Course title	Technology Entrepreneurship	
Course number	237021 - 0469	3 ECTS points
Lecturer	Poznańska Krystyna , Professor and team: Kraj Kamil Marek, PhD	

## A. Course objective

Cognitive: providing students with basic knowledge of technology entrepreneurship. Educational: developing students' practical skills in incubating business ideas based on technological innovation.

## B. Course syllabus

The roles of an entrepreneur and an idea for a business in setting up a new enterprise. Planning to set up a new enterprise. The choice of a legal and organizational form and sources of financing for start-ups. Marketing of innovation. Support for technology entrepreneurship in Poland. Presentations of new conceptions of a business made by students.

## C. Educational outcome

Knowledge	<p>Students know the concept of technology entrepreneurship from Poland's as well as the worldwide perspective, and the new nature of technology entrepreneurship in the 21st century.</p> <ol style="list-style-type: none"> <li>2. Students can identify determinants of success of new businesses based on technological innovation.</li> <li>3. Students know the basic options of starting innovative businesses and they can provide arguments "for" and "against".</li> <li>4. Students know how to make use of basic techniques and rules of preparing a business plan of a start-up based on technological innovation.</li> <li>5. Students know the basic options of how innovative enterprises can acquire innovation.</li> <li>6. Students understand the difference between the general and marketing strategy of innovation.</li> <li>7. Students have the knowledge of the most important programs supporting entrepreneurship in Poland.</li> </ol>
Skills	<ol style="list-style-type: none"> <li>1. Students can prepare the conception of an idea for an innovative business.</li> <li>2. Students can choose the most appropriate legal and organizational form for their conception of a new business.</li> <li>3. Students can evaluate the economic effectiveness of innovation ideas.</li> <li>4. Students can determine the external sources of funds for start-ups, and they can explore the possibilities for using these sources in their own businesses.</li> <li>5. Students can choose the right option for acquiring innovation by innovative enterprises.</li> <li>6. Students can take decisions as to which forms of taxation to choose and they can make the right choices about planning costs and revenues.</li> </ol>
Social competencies	<ol style="list-style-type: none"> <li>1. Students acquire skills in teamwork.</li> <li>2. Students acquire skills in negotiations as well as skills in collaborating with stakeholders, both external and internal ones.</li> </ol>

<b>D. Semester time table</b>	
1	Technology entrepreneurship - its specificity and importance to the world economy as well as to the Polish economy.
2	Forms of the process of setting up enterprises based on technological innovation - establishing a new business "from scratch", spin-off, spin-out, the purchase of a license.
3	Factors for success in the process of setting up an enterprise - an entrepreneur, an idea for a business, capital.
4	Setting up innovative enterprises - the first idea for a business, selection of ideas
5	Planning to start a new enterprises. The role and functions of a business plan
6	An economic evaluation of innovative projects
7	Formal and legal requirement for starting an innovative enterprises
8	Financing new technological projects - own funds and external funds. Possibilities for receiving money from the structural funds to be used for starting and developing an enterprise. Venture capital, business angels, bank loans. Financial support for the technology entrepreneurship in the Polish economy.
9	Ways to acquire innovations for innovative enterprises. Knowledge and technology transfer as a source of innovation.
10	Developing new products and launching them onto the market.

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| 11 | Financial and accounting aspects of running an innovative enterprise. |
| 12 | Marketing of innovation   |
| 13 | Presentations of projects of new innovative business made by students |
| 14 | Presentations of projects of new innovative business made by students |
| 15 | Presentation of projects of new innovative business made by students  |

**E. Basic literature**

1. Mohr J., Marketing of High-Technology Products and Innovations, Upper Saddle River, New Jersey, Prentice Hall 2001. 2. S.Hougaard, The early stages of entrepreneurship, Berlin, Springer 2005.

**F. Supplementary literature**

Garncarczyk M.(ed), Technology entrepreneurship, Nowy Sacz School of Business, Nowy Sacz 2012.

**G. Author's most important publications concerning the offered course**

Poznańska K., Jackson J.E., Klich J., The Political Economy of Poland's Transition. New Firms and Reform Governments. Cambridge University Press, Cambridge, ss. 270; Procesy tworzenia wiedzy oraz transferu osiągnięć naukowych i technologicznych do biznesu, pod red.M.A.Wersesy, K.Poznańskiej, Oficyna Wydawnicza SGH, Warszawa 2012

**H. Numbers of required prerequisites**

not required

**I. Course size and mode**

	Full-time	Saturday-Sunday	Afternoon
<b>Total:</b>	30	14	30
Lecture	20	8	20
Classes	10	6	10

**J. Final mark composition**

traditional examination	50%
reports	50%

**K. Foreign language requirements**

English

**L. Selection criteria****M. Methods applied**

case studies  
discussions

participation of practitioners

