

The title of the course	CREATIVITY AND BUSINESS
Faculty	Faculty of Management and Transport
The level of studies	
Semester	
The form of classes and number of hours	15 h, project
Classes conducted for Polish students. Erasmus students can join them	No
Language of instruction	English
The number of ECTS	2
Teacher	Dr inż. Beata Bieńkowska
The aims of the course (maximum 500 characters)	<p>Develop a creative and innovative approach to business idea generation</p> <p>Unlock students' creative potential and support students in the process of developing creative - driven thinking skills</p> <p>Support students in the development of the viable business idea based on the well-prepared business model</p>
The content of the course: main topics and key ideas	<p>Exploring and generating new opportunities and ideas for small business creation and development.</p> <p>Opportunity analysis canvas – introduction to the model. Generating ideas. Entrepreneurial mindset, entrepreneurial motivation, entrepreneurial behavior, industry condition, industry status, macroeconomic change, competition, value innovation, opportunity identification. Business Model Canvas.</p> <p>The concept of Innovation Engine by T.L. Seelig. Pretotyping and prototyping.</p> <p>Design thinking.</p>
Didactics methods	team work, short videos, multimedia presentation, discussion
Course requirements	<p>PC with internet access and office software or laptop, screen and multimedia projector</p> <p>Students work in team on the project according to indications explained by lecturer at the first meeting. For the final evaluation they prepare the presentation of the results obtained</p>
Literature (basic and supplementary)	<p>Basic:</p> <p>1. R. Sasin, Entrepreneurship training, Warsaw School of Economics, Warszawa 2015</p>

	<p>2. J. V. Green, The opportunity analysis canvas. A new tool for identifying and analyzing entrepreneurial ideas, Green, James V, Venture Artisans, LLC, 2015, -book delivered by the lecturer</p> <p>3.T.L. Seelig, InGenius a crash course on creativity, HarperCollins publishers, New York 2012</p> <p>Supplementary</p> <p>4. D. Kuratko, R.M. Hodgetts, Entrepreneurship: theory, process, practice, Mason, Ohio: Thomson South Western, 2004</p> <p>5. D.A.Shepherd (at al.), Learning from entrepreneurial failure: emotions, cognitions and actions, Cambridge University Press 2016</p> <p>7. P. Burns, Entrepreneurship and small business, Basingstoke, Palgrave Macmillan 2007</p>
<p>The effects of the education</p> <ul style="list-style-type: none"> - knowledge - skills - social competences 	<p>Knowledge: acquires the basic understanding of the procedures and techniques leading to the development of the viable business concept</p> <p>Skills: is capable of preparing the business model for new business idea, knows how to develop and evaluate new business idea,</p> <p>Social competences: thinks and acts entrepreneurially, is ready for group work. Organizes his own activity and coordinates the activities of other team members</p>

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