Zachodniopomorski Uniwersytet Technologiczny w Szczecinie

Faculty of Food Sciences and Fisheries

WNoŻiR

Field of study	Aquaculture and Fisheries

Mode of study	stationary	*Level*	first cycle

Graduate's qualification	inżynier
Fields of science	agricultural sciences
Disciplines of science	animal science and fisheries (100%)
Educational profile	general academic
Module	
Course unit	**Basics of entrepreneurship**
Code	WNOZIR/AQF/S1/
Field of specialisation	
Administering faculty	RCIiTT

ECTS	0.0	*ECTS (forms)*	0.0
Form of course credit	credits	*Language*	english
Electives		*Elective group*	

Form of instruction	Cod	Semester	Hours	ECTS	Weight	Credit
lecturing course	A	1	6	0.0	1.00	credits

Leading teacher	Ostrowska Magdalena (Magdalena.Ostrowska@zut.edu.pl)
Other teachers	

Prerequisites	
W-1	None

Module/course unit objectives

C-1	The aim of the course include: - customer identification and matching, - market research methods, - minimum viable product, - valus proposition and business model.

Course content divided into various forms of instruction		Number of hours
T-A-1	Presentation of customer identification methods, taking into account their needs and expectations. Discussion of tools for market research and project development based on the Customer Development and Lean startup processes.	2
T-A-2	Discussion of the Minimum Viable Product (MVP) as a way to verify the assumptions of "product - market fit".	2
T-A-3	Presentation of the principles of creating an offer that meets customer expectations using Valus Proposition Canvas. Presentation of assumptions for the preparation of a company's work plan based on the Business Model Canvas.	2

Student workload - forms of activity		Number of hours
A-A-1	Participation in classes	3
A-A-2	Self-study, project development	2
A-A-3	Study for assesment	1

Teaching methods / tools	
M-1	Auditory classes

Evaluation methods (F - progressive, P - final)		
S-1	F	Test

Designed learning outcomes	Reference to the learning outcomes designed for the fields of study	Reference to Learning Outcomes for qualifications at PQF 6, 7 or 8	Reference to learning outcomes for qualifications at level 6 or 7 that enable acquiring engineering competences	Course objectives	Course content		Teaching methods	Evaluation methods
Knowledge								
AQF_1A_A02_W01 The student is able to define basic concepts in the field of entrepreneurship development, identify and match customers icludind relevant methods.	AQF_1A_W14	P6S_WK		C-1	T-A-1 T-A-2	T-A-3	M-1	S-1
Skills								

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AQF_1A_A02_U01 Student is able to apply tools related to entrepreneurship development, e.g. Business Model Canvas, Value Proposition Canvas	AQF_1A_U05	P6S_UO P6S_UU		C-1	T-A-1 T-A-2	T-A-3	M-1	S-1

Social competences								
AQF_1A_A02_K01 Student is creative, has concern of constant self-development, take care of the effects of the work performed. Student follow the rules of ethics, is ready to work in a team and able to act as a leader.	AQF_1A_K05	P6S_KK P6S_KR		C-1	T-A-1 T-A-2	T-A-3	M-1	S-1

Outcomes	Grade	Evaluation criterion
Knowledge		
AQF_1A_A02_W01	2,0	
	3,0	Student acquired basic knowledge related to development of entrepreneurship.
	3,5	
	4,0	
	4,5	
	5,0	
Skills		
AQF_1A_A02_U01	2,0	
	3,0	Student has basic skills to use Business Model Canvas and Value Proposition Canvas
	3,5	
	4,0	
	4,5	
	5,0	
Other social competences		
AQF_1A_A02_K01	2,0	
	3,0	Student meets basic cometence requirements.
	3,5	
	4,0	
	4,5	
	5,0	
Required reading		
1. Eric Ries, The Lean Startup ..., Currency, 2011		
2. Alexander Ostelwalder, Ywes Pigneur, Business Model Generation, John Wiley and Sons, 2010		