

CORE MODULE DESCRIPTORS – 1'st Semester

1. Introduction to Business

1. Module Title	Introduction to Business	2. Module Code	
3. Academic Year, Semester, Module Status	2021-2022 Fall semester, Full-time		
4. Aims and Learning Outcomes	<p>The course will offer a practical introduction into business activity by seeking to explore available cases of business practice as well as identifying links between economic theory and business reality.</p> <p>During this course students are introduced to general business principles that they can apply to their everyday lives. Through hands-on activities, tasks and projects, students will explore the basic principles of management and economics. The course will try to give a practical introduction into business activity by seeking to explore available cases of business practice as well as identifying links between economic theory and business reality.</p> <p>Issues include: entrepreneurship, business plan, BEP, executive summary, financial statements, organisation of company and its legal form.</p>		
Knowledge	Effect Code		Assessment
	Subject	Field	
1. Is aware of the genesis and evolution of management sciences in the context of economic development.		K_W03	Final exam and written group project.
2. Is aware of functional entrepreneurial areas and links between them, also in conjunction with personal experiences in the working environment.		K_W07	Final exam and written group project.
3. Is aware of standard statistical methods and software tools for collecting, analyzing, and presenting economic and social data.		K_W13	Final exam and written group project.
Skills	Effect Code		Assessment
	Subject	Field	
1. Is able to apply basic theoretical knowledge in respective areas of entrepreneurial activity.		K_U01	Final exam
2. Possesses the ability to initiate and develop economic activities.		K_U03	Written group project
3. Is able to utilize appropriate methods and analytical tools, as well as computer systems supporting decision-making processes.		K_U10	Written group project
4. Propose and discuss strategic actions aimed at maintaining or creating competitive advantages.		K_U08	Written group project
Social Competencies	Effect Code		Assessment

	Subject	Field	
1. Is prepared to persuade and negotiate in order to achieve common goals.		K_K04	Written group project
2. Is prepared to cooperate with colleagues /respondents.		K_K02	Written group project
3. Is prepared to navigate the job market and change the place of employment.		K_K06	Written group project
5. Module Coordinator	Name	E-mail	
	Mr. Karol Jene	karol.jene@lazarski.pl	
6. Lecturer	Name	E-mail	
	Mr. Karol Jene	karol.jene@lazarski.pl	
	Ms. Anastsiia Menshykova	anastasiimenshykova@gmail.com	
7. Module Level	Masters	Bachelors	
		x	
8. Year and Programme	Year	Programme	
	1	BA in Management	
9. Module Content			
#	Topics Discussed		Hours
Lecture			
1	Business Environment.		<i>1.25 h each topic</i>
2	Entrepreneur Characteristics.		
3	Starting a New Business.		<i>15 h together</i>
4	Osterwalder Business Model Canvas.		
5	Infrastructure of New Business.		
6	Customers Relationships.		
7	Marketing and Advertising.		
8	Money and Risk Management.		
9	Innovations and New Technologies in Business.		
10	Constructing a Business Plan of Innovative Enterprise.		
Workshop			
1	Setting the scene: team forming, rules for good case, how to make a field study.		<i>1.25 h each topic</i>
2	International Business.		
3	Assignment: What is entrepreneurship?		<i>15 h together</i>
4	Business plan.		
5	Business cases – what are those and how to solve them?		
6	Midterm group presentations.		
7	Business model canvas.		
8	SWOT, PESTLE and SMART models.		
9	In class assignment – business plan of the coffee store.		
10	Business case – business during global pandemic.		
11	Final project – business plan.		
12	Final group presentations.		
<p>The practical approach to teaching process is organized through workshops by applying Oxford-style debates, interactive discussion, team-work and the presentations by students, which will be discussed during the class.</p>			

10. Individual Student's Work			
#	Description	Hours	
	Preparations for lecture	15	
	Preparations for exam	15	
	Work on reports, presentations, essays, etc.	30	
	Preparation for workshops	20	
11. Assessment Methods	1. Final exam - 60% 2. Written group project (1500-2000 words) - 40%		
12. Assessment Criteria	In order to pass the course student should score at least grade 3.0 (50%) as the total grade for semester. Scoring translates into grades as follows: 50 - 59 points - grade 3 60 - 69 points - grade 3.5 70 - 79 points - grade 4 80 - 89 points - grade 4.5 90 - 98 points - grade 5 98-100 points - grade 5.5 In the case of exceptional student achievements, the lecturer can award a 5.5 mark with fewer points.		
13. ECTS Credits	5		
		Hours	ECTS
	Contact Hours		
	Lecture	15	0,6
	Workshop	15	0,6
	Consultation	15	0,6
	Other Kind of Student's Activity		
	Individual Student's Work	80	3,2
	SUMM	125	5
14. Required Readings	1. Introduction to Business Marcella Kelly, Chuck Williams Cengage Learning; 7th Edition, 2014 2. Introduction To Business Student Edition McGraw-Hill Education, 2007		
15. Recommended Readings	1. Small Business Management: Entrepreneurship and Beyond Timothy S. Hatten Cengage Learning; 6th Edition, 2015		
16. Place where module is run	LU campus		
17. Other			