

Attachment No. 5

to Decree No. 10 of the Rector of the Warsaw School of Economics
dated March 11, 2024

“Startup Entrepreneurship” course program

Course organiser: Centre for Open Education

Organisational unit responsible for content: Centre for Open Education

PRK level: 6

Course objectives:

The main objective of the course is to provide the knowledge necessary to run one's own ventures in a rapidly changing economic environment, in which new technologies play a key role. The curriculum covers issues related to the development of one's own business in a dynamic environment from strategic, technological, product, financial, team management, legal and personal development perspectives.

Learning outcomes for the course:

Knowledge – the graduate knows and understands:

No.	Description	PRK code
W1	Role of entrepreneurs and entrepreneurship in today's business environment	P6S_WK
W2	Technological, economic and social trends shaping modern business	P6S_WG P6S_WK
W3	Mechanisms of financing startups and the functioning of the startup ecosystem	P6S_WK
W4	Standard documents used when raising funds for startups	P6S_WG

Skills – the graduate is capable of:

No.	Description	PRK code
U1	Assessing and improving his/her entrepreneurial skills	P6S_UU
U2	Applying methods and techniques to develop business ideas	P6S_UW

U3	Applying methods and techniques of working with clients	P6S_UK P6S_UO
U4	Applying methods and techniques to verify and improve business models	P6S_UW
U5	Conducting strategic analysis to plan the strategy of a new business venture	P6S_UW

Social competences – the graduate is prepared to:

Nr	Description	PRK code
K1	Present their ideas to the public	P6S_KO
K2	Working with others in teams	

Course program:

No.	Name of the subject/ theme block	Number of hours
1.	Technological, social and economic business trends	2
2.	Startups and startups' ecosystems	2
3.	Entrepreneurial mindset and traits	4
4.	Innovations and business ideas	4
5.	Business environment analysis and business strategies	4
6.	Lean Startup and customer development techniques	4
7.	Defining customers' problems and prototyping	4
8.	Business models, Minimum Viable Product and market validation	4
9.	Fundraising for startups	2
10.	Business plans, pitch decks and legal issues	2

Total number of hours: 32

Total ECTS credits: 3.

Literature to read before class:

- A. Maurya, Running Lean: Iterate from Plan A to a Plan That Works

Verifying learning outcomes for the course:

1. Active participation in class discussions
2. Team tasks
3. Individual written assignments
4. Team project
5. Examination

Documenting learning outcomes for the course:

1. List of activities
2. List of assignments and written assignments
3. Team project assessments
4. Exam documentation

Literature:

- 1) Blank S., Dorf B., The Startup Owner's Manual: The Step-By-Step Guide for Building a Great Company, K & S Ranch 2012
- 2) Dweck C., Mindset: The New Psychology of Success, Ballantine Books 2007
- 3) Maurya A., Running Lean: Iterate from Plan A to a Plan That Works, O'Reilly Media 2022
- 4) Osterwalder A., Pigneur Y., Business Model Generation, Wiley 2010
- 5) Ries E., The Lean Startup, Currency 2011

Matrix of learning outcomes for subjects/ theme blocks covered by the course program:

Knowledge – the graduate knows and understands:

Learning outcomes	1	2	3	4	5	6	7	8	9	10
W1		X	X	X		X	X	X		
W2	X	X		X						
W3		X							X	
W4										X

Skills – the graduate is capable of:

Learning outcomes	1	2	3	4	5	6	7	8	9	10
U1			X							
U2				X						
U3						X	X			
U4								X		
U5					X					

Social competences – the graduate is prepared to:

Learning outcomes	1	2	3	4	5	6	7	8	9	10
K1				X		X	X	X		X
K2				X	X	X	X	X		X