

COURSE DESCRIPTION CARD

BIALYSTOK UNIVERSITY OF TECHNOLOGY		Faculty of Engineering Management																																									
Field of study	Management	Level and form of study	bachelor degree/ full-time programme																																								
A group of modules /specialty	Managment	Education profile																																									
Course name	Entrepreneurship with AI implementation	Course code	IS-FM-00113S																																								
		Course type	elective																																								
Course form(s) and number of hours	L C LC P SW FW S Semester		1																																								
	30h	ECTS credits	4																																								
The programme is valid from	enter the academic year from which the study programme applies																																										
Introductory courses	enter codes for introductory courses																																										
Course objectives	managment, macro economy																																										
Framework programme content	<p>This course prepares students for a future career as entrepreneurs and founders of new firms with using AI tools. They gain practical insights into aspects of running a business that are particularly salient during the early development of a new company. Students will be able to: understand the fundamental conditions for pre-entrepreneurship; characteristic of succesfull entrepreneurs; enternational versus domestic entrepreneurship; design a business plan; distinguish between different sources of financing and assess which best fit the requirements of the new entrepreneurial venture; perform an environmental analysis and formulate a business strategy for the new venture; plan for the internationalisation of the new venture through foreign market entry. Plan for the launching and developing new business ventures inside established corporations The ability to combine theoretical knowledge of business project modeling with practical justification of individual elements of the CANVAS model with AI tools.</p>																																										
Other information about the course	<p>content of the course refers to the principles of sustainable development the course is related to the scientific activity conducted at the University</p>																																										
Calculation:	<p>Student workload related to:</p> <table border="1"> <thead> <tr> <th></th> <th>Total number of hours</th> <th>including contact</th> <th>including practical</th> </tr> </thead> <tbody> <tr> <td>participation in lectures</td> <td>0</td> <td>0</td> <td>0</td> </tr> <tr> <td>participation in other forms of activities</td> <td>0</td> <td>0</td> <td>30</td> </tr> <tr> <td>participation in an examination</td> <td>0</td> <td>0</td> <td>2</td> </tr> <tr> <td>participation in consultations</td> <td>0</td> <td>30</td> <td>0</td> </tr> <tr> <td>completion of professional training</td> <td>0</td> <td>0</td> <td>0</td> </tr> <tr> <td>preparation for passing a lecture/an examination</td> <td>20</td> <td></td> <td>15</td> </tr> <tr> <td>preparation for practical classes</td> <td></td> <td></td> <td>0</td> </tr> <tr> <td>Total number of hours:</td> <td>20</td> <td>30</td> <td>47</td> </tr> <tr> <td>Total number of ECTS credits:</td> <td>1</td> <td>1,2</td> <td>1,9</td> </tr> </tbody> </table>		Total number of hours	including contact	including practical	participation in lectures	0	0	0	participation in other forms of activities	0	0	30	participation in an examination	0	0	2	participation in consultations	0	30	0	completion of professional training	0	0	0	preparation for passing a lecture/an examination	20		15	preparation for practical classes			0	Total number of hours:	20	30	47	Total number of ECTS credits:	1	1,2	1,9		
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Expected discipline learning outcomes		Knowledge	Skills Social competence																																								
Objectives and framework content prepared by		Date:																																									
Implementation in the academic year	enter academic year																																										
Programme content	<p>Course forms I</p> <ol style="list-style-type: none"> Introduction to Entrepreneurship and AI: Provide an overview of entrepreneurship principles and the transformative role of artificial intelligence (AI) in modern business environments. Understanding AI Technologies: Cover foundational concepts of AI, including machine learning, natural language processing, and computer vision, with emphasis on their applications in entrepreneurship. Identifying Entrepreneurial Opportunities with AI: Explore how AI can be leveraged to identify market gaps, analyze consumer behavior, and generate innovative business ideas. AI-driven Business Models: Introduce various business models empowered by AI, such as subscription-based services, predictive analytics, and personalized marketing strategies. Ethical and Social Implications of AI Entrepreneurship: Discuss the ethical considerations surrounding AI implementation in entrepreneurship, including data privacy, algorithmic bias, and societal impact. Case Studies and Best Practices: Present real-world case studies of successful entrepreneurial ventures, highlighting key strategies, challenges faced, and lessons learned. Plan for the launching and developing new business ventures inside established corporations. Risk Management of the CANVAS model: Analyze the risks associated into entrepreneurial ventures and strategies for mitigating these risks, such as cybersecurity measures and regulatory compliance. Capstone Project: Culminate the course with a capstone project where students conceptualize and develop a business plan integrating AI technologies, demonstrating their understanding of entrepreneurship. Practical justification of individual elements of the CANVAS model with chat AI tools. 																																										
Teaching methods (on-site classes)	L																																										
Conditions of crediting	C	project, game, homeworks' assessment, activity during classes																																									
Outcome symbols	Expected learning outcomes	Expected learning outcomes defined for the field of study																																									
		Knowlegde	Skills Social competence																																								
	Knowledge: the student knows and understands																																										
E1	student describes the general rules for the creation and development of enterprises																																										
E2	student knows how to apply for business ideas with the use of AI																																										
	Skills: the student can																																										
E3	student can describe the sources of entrepreneurship and the operating																																										

E4	student can describe the basic concepts and principles of the enterprise	
E5	student is able to use basic AI tools in practice	

Social competence: the student is ready to

E6	<i>Student is involved in making decisions and strives to identify priorities</i>	

Outcome symbols	Methods of verification of learning outcomes	Course form subject to verification
E1	<i>Busienss project, multimedia presentation</i>	C
E2	<i>Busienss project, multimedia presentation</i>	C
E3	<i>Busienss project, multimedia presentation</i>	C
E4	<i>Busienss project, multimedia presentation</i>	C
E5	<i>Busienss project, multimedia presentation</i>	C
E6	<i>Busienss project, multimedia presentation</i>	C
E7		
E8		
Basic references	1 S.F.A. Hussain, <i>Utilizing AI and Smart Technology to Improve Sustainability in Entrepreneurship</i> , IGI Global,2024	
	2 B. R. Barringer, <i>Entrepreneurship: Successfully Launching New Ventures, Global Edition</i> , Pearson 2018	
	3 H. Neck, C.P. Neck, L. Murray, <i>Entrepreneurship: The Practice and Mindset</i> , Sage Pubn, 2024	
Supplementary references	1 S. Tanev,H. Blackburn, <i>Artificial Intelligence and Innovation Management</i> , Word Scientific, 2024	
Course coordinator	PhD Wioletta Czemieli-Grzybowska	Date: 09.04.2024