**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**
Management

**Education profile**

**Course name**
Entrepreneurship with AI implementation

**Course code**
IS-FM-00113W

**Course type**
effective

**Course form(s) and number of hours**
<table>
<thead>
<tr>
<th>L</th>
<th>C</th>
<th>LC</th>
<th>P</th>
<th>SW</th>
<th>FW</th>
<th>S</th>
<th>Semester</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>30h</td>
</tr>
</tbody>
</table>

**ECTS credits**
4

**Total number of ECTS credits:**
1,2,1,9

**Date:**

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**Framework programme content**
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 successful entrepreneurs; international 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.

**Other information about the course**
the course is related to the scientific activity conducted at the University

**Expected discipline learning outcomes**
Knowledge: the student knows and understands
Skills: the student can
Social competence: the student can describe the sources of entrepreneurship and the operating environment of a new company.

**Student workload related to:**

<table>
<thead>
<tr>
<th>Participation</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>15</td>
<td>0</td>
</tr>
<tr>
<td>preparation for practical classes</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>

**Total number of hours:**
20 30 47

**Total number of ECTS credits:**
1 1,2 1,9

**Objectives and framework content prepared by:**

**Implementation in the academic year**
enter academic year

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**Course forms I**

1. Introduction to Entrepreneurship and AI: Provide an overview of entrepreneurship principles and the transformative role of artificial intelligence (AI) in modern business environments.
2. Understanding AI Technologies: Cover foundational concepts of AI, including machine learning, natural language processing, and computer vision, with emphasis on their applications in entrepreneurship.
3. Identifying Entrepreneurial Opportunities with AI: Explore how AI can be leveraged to identify market gaps, analyze consumer behavior, and generate innovative business ideas.
4. AI-driven Business Models: Introduce various business models empowered by AI, such as subscription-based services, predictive analytics, and personalized marketing strategies.
5. Ethical and Social Implications of AI Entrepreneurship: Discuss the ethical considerations surrounding AI implementation in entrepreneurship, including data privacy, algorithmic bias, and societal impact.
7. Plan for the launching and developing new business ventures inside established corporations.
8. 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.
9. 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.
10. Practical justification of individual elements of the CANVAS model with chat AI tools.

**Teaching methods (on-site classes)**
L C project, game, homeworks' assessment, activity during classes

**Conditions of crediting**
C project, game, homeworks' assessment, activity during classes

**Outcome symbols**

**Expected learning outcomes**

<table>
<thead>
<tr>
<th>Knowledge</th>
<th>Skills</th>
<th>Social competence</th>
</tr>
</thead>
<tbody>
<tr>
<td>E1</td>
<td>student describes the general rules for the creation and development of enterprises</td>
<td></td>
</tr>
<tr>
<td>E2</td>
<td>student knows how to apply for business ideas with the use of AI</td>
<td></td>
</tr>
</tbody>
</table>

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**Expected learning outcomes defined for the field of study**

<table>
<thead>
<tr>
<th>Knowledge</th>
<th>Skills</th>
<th>Social competence</th>
</tr>
</thead>
<tbody>
<tr>
<td>E3</td>
<td>student can describe the sources of entrepreneurship and the operating environment of a new company.</td>
<td></td>
</tr>
<tr>
<td>Outcome symbols</td>
<td>Methods of verification of learning outcomes</td>
<td>Course form subject to verification</td>
</tr>
<tr>
<td>-----------------</td>
<td>---------------------------------------------</td>
<td>------------------------------------</td>
</tr>
<tr>
<td>E1</td>
<td>Business project, multimedia presentation</td>
<td>C</td>
</tr>
<tr>
<td>E2</td>
<td>Business project, multimedia presentation</td>
<td>C</td>
</tr>
<tr>
<td>E3</td>
<td>Business project, multimedia presentation</td>
<td>C</td>
</tr>
<tr>
<td>E4</td>
<td>Business project, multimedia presentation</td>
<td>C</td>
</tr>
<tr>
<td>E5</td>
<td>Business project, multimedia presentation</td>
<td>C</td>
</tr>
<tr>
<td>E6</td>
<td>Business project, multimedia presentation</td>
<td>C</td>
</tr>
<tr>
<td>E7</td>
<td></td>
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</tbody>
</table>

### Outcome symbols
- **E1**: Student can describe the basic concepts and principles of the enterprise
- **E2**: Student is able to use basic AI tools in practice
- **E4**: Student is involved in making decisions and strives to identify priorities
- **E6**: Social competence: the student is ready to

### Basic references
1. S.F.A. Hussain, Utilizing AI and Smart Technology to Improve Sustainability in Entrepreneurship, IGI Global, 2024

### Supplementary references
1. S. Tanev, H. Blackbright, Artificial Intelligence and Innovation Management, Word Scientific, 2024

### Course coordinator
PhD Wioletta Czemiel-Grzybowska

### Date
09.04.2024