

**DOCTORAL SCHOOL OF WROCLAW UNIVERSITY OF SCIENCE AND
TECHNOLOGY**

SUPERVISOR DECLARING/CONDUCTING COURSE: prof. dr hab. inż. Zbigniew Malara
DEPARTMENT: W8/K47
SCIENTIFIC DISCIPLINE: NZJ

COURSE CARD

Course name in Polish: **Interdyscyplinarny kurs wspomagający myślenie i działanie innowacyjne**

Course name in English: **Interdisciplinary course supporting thinking and innovative activity**

Course language: Polish

University-wide general course type*:

The course is intended for all PhD students: YES / NO

- 1) BASIC COURSE**
- 2) SPECIALIST COURSE**
- 3) SEMINAR**
- 4) HUMANISTIC COURSE**
- 5) LANGUAGE**

Subject code: NZQ100130W

* delete as applicable

	Lecture	Foreign language course	Seminar	Mixed forms
Number of hours of organized classes in university (ZZU)	15		15	
Grading	Exam	Exam	Oral presentation	Exam, inspection, evaluation classes

PREREQUISITES RELATING TO KNOWLEDGE, SKILLS AND OTHER COMPETENCES

No prerequisites

COURSE OBJECTIVES

- C1. To present to doctoral student the essence and meaning of concepts in the area of creativeness and creativity.
- C2. To display to doctoral student the methodologies and techniques for solving creative problems.
- C3. Development of knowledge and skills related to the entrepreneurship.
- C4. Acquiring knowledge enabling independent planning of a business venture, assessment of its profitability and obtaining financing for its development.

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PROGRAM CONTENTS		
Lec 1	Introduction	1
Lec 2	The concept and the essence of creative thinking and acting	2
Lec 3-4	Methods and techniques of inventions	4
Lec 5	Conditions and organizational factors supporting the processes of creative thinking and acting	2
Lec 6	Principles and processes of diffusion of innovations in the organization	2
Lec 7-8	Algorithms and procedures supporting creative processes in the organization	4
	Total hours	15

Form of classes		Number of hours
C1	Basic concepts in the field of entrepreneurship and commercialization of intellectual property	1
C2	Evaluation of the commercialization potential of ventures at early stage of development	2
C3	Introduction to commercial law	2
C4	Introduction to accounting	2
C5	Valuation and profitability analysis	2
C6	Investment agreements and company agreements	2
C7	Business planning	2
C8	Pitching and acquiring an investor	2
	Total hours	15

TEACHING TOOLS USED	
N1	Traditional presentation (Power Point)
N2	Activation lecture (discussion)

ACHIEVED SUBJECT LEARNING OUTCOMES		
Type of learning outcome	Code of learning outcome	Assessment of learning outcome
knowledge	PEK_W01	Presentation
	PEK_W02	
	PEK_W03	

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skills	PEK_U01 PEK_U02	Presentation; solving case studies; participation in discussion
competences	PEK_K01 PEK_K02	Presentation; participation in discussion

PRIMARY AND SECONDARY LITERATURE
<p><u>PRIMARY LITERATURE:</u></p> <p>T. Procter, Twórcze rozwiązywanie problemów, GWP Gdańsk 2002 P. Sloane, Twórcze myślenie w zarządzaniu, GWP Gdańsk, 2005 Z. Martyniuk, Podstawy inwentyki inżynierskiej, 2006 Biznes po prostu, L. Czarnecki. Fastlane Milionera, M.J. DeMarco. Tworzenie modeli biznesowych. Podręcznik wizjonera, A. Osterwalder, Y. Pigneur.</p> <p><u>SECONDARY LITERATURE:</u></p> <p>Zarządzanie kreatywnością i innowacją. Techniki twórczego myślenia, MT Biznes 2005 A. Dereń, J. Skonieczny, Zarządzanie twórczością organizacyjną, Difin Warszawa 2016 Start-up Nation: The Story of Israel's Economic Miracle, D. Senor, S. Singer. Wstęp do rachunkowości przedsiębiorstw, J. Jaworski. Ustawa z dnia 15 września 2000 r. Kodeks spółek handlowych. Wycena przedsiębiorstwa. Od teorii do praktyki, A. Szablewski, M. Panfil.</p>
SUBJECT SUPERVISOR (NAME AND SURNAME, E-MAIL ADDRESS)
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