

English for Entrepreneurship – online module

Date	Hour	Topic	Teacher
LESSON 1 WEEK: 3-7 March 2025	17:00-18:30 10 min. break 18:40-19:25	Startup Talk 1.Introduction to the course -organization and content 2.Startup English 3.Discussing entrepreneurship (reasons to start up a business, entrepreneurial personality test, what business to set up during an economic downturn, challenges of starting business overseas)	Mgr Kamila Szczepanowska
LESSON 2 WEEK:10-14 March 2025	17:00-18:30 10 min. break 18:40-19:25	Doing business in a foreign country 1.Legal framework 2.Means of conducting business: - representative office - branch – subsidiary 3.Registration and tax requirements - business name -registration rules	Mgr Agnieszka Pawlikowska
LESSON 3 WEEK:17-21 March 2025	17:00-18:30 10 min. break 18:40-19:25	Market research 1.Market research definition. 2.How to do market research? 3.Market research cases.	Mgr Joanna Ososińska-Ciechomska
LESSON 4 WEEK:24-28 March 2025	17:00-18:30 10 min. break 18:40-19:25	Sustainability in business 1.Sustainable business projects. 2.The role of business in sustainable development 3.Sustainable business partnerships	Mgr Joanna Ososińska-Ciechomska
LESSON 5 WEEK:31 March-4 April 2025	17:00-18:30 10 min. break 18:40-19:25	International corporate law in EU law context. 1.Seat and incorporation theories. 2.Freedom of establishment 3.Seat relocation	Mgr Agnieszka Pawlikowska
LESSON 6 WEEK: 5-9 May 2025	17:00-18:30 10 min. break 18:40-19:25	Forms of business organization 1.Partnerships vs. companies 2.Special purpose vehicle/joint venture 3.Public-private partnership	Mgr Agnieszka Pawlikowska
LESSON 7 WEEK: 12-16 May 2025	17:00-18:30 10 min. break 18:40-19:25	Marketing 1.Marketing and branding quality. 2.The importance of good management. 3.Elements of a business portfolio.	Mgr Joanna Ososińska-Ciechomska
LESSON 8 WEEK: 19-23 May 2025	17:00-18:30 10 min. break 18:40-19:25	Business agility and innovation 1.The importance of business consulting services. 2.Building organizational agility. 3.Features of modern business today.	Mgr Kamila Szczepanowska
LESSON 9 WEEK: 26-30 May 2025	17:00-18:30 10 min. break 18:40-19:25	Key to entrepreneurial success 1.Business venture creation- case studies (problem solving) -3 hours	Mgr Kamila Szczepanowska
LESSON 10 WEEK: 3- 7 June 2025	17:00-18:30 10 min. break 18:40-19:25	Entrepreneurship – ‘take away’ messages Wrap-up session. Practical arrangements before on-campus module	Mgr Kamila Szczepanowska