

DIGITAL ENTREPRENEURSHIP

Course outcomes and course learning contents:

Course name: **Digital Law and Ethics**

On successful completion of this course, a student will be able to:

- Understand digital phenomena from a jurisprudential perspective
- Recognize the most important trends and developments in the context of law and ethic, related to digital problems and challenges
- Follow the current state of research in law in digital and management sphere
- Select suitable scientific methods, including information and communication technologies, for the analysis and presentation of data
- Apply digital methods of communication and the presentation of scientific knowledge
- Access and critically analyse scientific sources in an interdisciplinary manner

Course learning contents:

- Introduction: Law and Ethics of the Digital Society
- Normative standards human-machine interactions
- Normative standards for virtual realities
- Legislation for digital spaces: subnational regulation
- Legislation for digital spaces: national regulation
- Legislation for digital spaces: supranational regulation
- Legislation for digital spaces: international orders
- Legislation for digital spaces: private regimes
- Digital entrepreneurship as a legal problem: corporate law
- Digital entrepreneurship as a legal problem: market regulation and competition law
- Digital entrepreneurship as a legal problem: platform regulation
- Digital entrepreneurship as a legal problem: Data protection law and privacy regimes
- Digital entrepreneurship as a legal problem: intellectual property rights
- Digital entrepreneurship as a legal problem: ethical corporate design

Course name: **Digital Society**

On successful completion of this course, a student will be able to:

- Understand the digital phenomena from a social science perspective, know the discipline-specific phenomena of digitization, relevant theories and methods, and recognize the most important trends and developments in the context of digital problems and challenges
- Deal with digital data in a discipline-specific manner, process, analyse, and present them
- Follow the current state of research in political science, open up and critically analyse scientific sources, select suitable scientific methods, including information and communication technologies, for the analysis and presentation of data
- Apply digital methods for the presentation of scientific knowledge, and to process and present complex, subject-specific knowledge for different target groups
- Indicate the examples of digitalisation impact on political and social sphere

Course learning contents:

- Introduction – The relation between digital technologies and democracy
- The transformation of the public: How did technologies shape the public (discourse) in the past.
- The digital transformation of the public: How do digital technologies impact on the public (discourse)
- Democracy and elections I: Fundamentals of Digital Democracy
- Democracy and elections II: How are democratic elections challenged by digital technologies.
- Internet governance: How is the infrastructure of the internet governed?
- Data and algorithms I: How are democracy and privacy related.
- Data and algorithms II: How do automated decision making technologies impact on democratic institutions.
- Discrimination and inclusion: How does digitalisation deepen or weaken existing forms of discrimination and inclusion.
- The digital divide, borders and inequalities in the digital age: How is digitalisation impacting in existing inequalities.
- Networks, protests and civil society: Case studies from the Arab Spring

- Free speech and digitalisation: Case studies
- Digital public affairs and policy making: Changing political decision making

Course name: **Management Theories in the Digital World**

On successful completion of this course, a student will be able to:

- Define the term “Information system”, indicate the elements of exemplary system and understand new problems caused by the development of technology
- Understand the impact of management information systems on enterprise strategy and performance
- Create competitive firms, manage global corporations, add business value and provide useful products and services to customers using the knowledge about information systems
- Use new technologies to supply the foundation of business
- Enumerate the examples of using new technologies and information system in business practice
- Use appropriate information systems to support decision-making process in organization
- Indicate the role of Information security systems for modern companies

Course learning contents:

- Introduction: Information Systems in Global Business Today
- Global E-Business and Collaboration
- Informations Systems, Organisations and Strategy
- Ethical and Social Issues in IS
- IT Infrastructure and Emerging Technologies
- Telecommunications, the Internet and Wireless Tech
- Building Information Systems
- Securing Information Systems
- Enterprise Applications
- E-Commerce
- Knowledge Management
- Decision Support Systems
- Managing Global Systems
- Buffer and Wrap Up

Course name: **Sociology of Technology**

On successful completion of this course, a student:

- Has knowledge of the nature and subject matter of sociology research and relations with other disciplines included in social sciences.
- Knows various forms of organization of society with particular emphasis on information society.
- Knows the types of social bonds and different types of social structures and institutions of public life.
- Understands the impact of new technologies on changes in political, social, business, regional, national and global life.
- Understands the challenges of digitisation.
- Explains the phenomena occurring within the framework of the formation and functioning of social groups.
- Is able to solve disputes in an organization using different methods and strategies.
- Can work and play different roles in a group.
- Understands the need for self-education.

Course learning contents:

- Sociology as a scientific discipline, relations of sociology with other social sciences
- Biological, geographical and demographic basis of social life
- The process of shaping social bonds
- Formation and essence of social groups, group processes, phenomenon of group thinking
- The idea of social stratification, theories of social stratification, factors determining the process of social differentiation formation, analysis of concepts: social layer, social class, social elites
- Historical and contemporary forms of organization of society
- Factors determining the establishment and functioning of information society
- Social and economic changes in the era of digital transformation
- Sociological interpretation of digital transformation
- Internet society technology
- Transformations of selected spheres of human life in the era of digital transformation
- Technology control, technology policy
- Cybernetics and management

- Impact of social processes on technological development
- Polish society and the development of new technologies
- Social acceptance of changes and new technologies
- Managing and presentation of digital data
- Impact of new technologies on the functioning of societies
- Opportunities and risks arising from the implementation of new technologies for social life

Course name: **Computer Science in Management**

On successful completion of this course, a student:

- has knowledge of the role of information technology in management and freely operates the concepts associated with it
- has knowledge of computer systems and software used in management
- has basic knowledge of programming, computer networks, technologies used and data security issues
- is able to find, interpret and present data from business IT systems and with the use of various tools
- is able to identify the tools needed for management and find the relevant information in the Internet
- is able to create and effectively manage business area projects
- is aware of the responsibility for the decisions taken and the tasks entrusted
- can work together in a group to solve a problem
- is able to present a developed project and analysed issues

Course learning contents:

- Basic concepts. Types and types of computers. Functions of computer systems.
- Computer systems in management: hardware and software. Computer parameters. Integrated information systems.
- Basics of programming and introduction to algorithms.
- Computer networks, Internet, intranet, extranet.
- Internet technologies, databases and content management systems.
- Collecting, selecting and organizing data. Ways of presenting data.
- Cryptography and data security. Software lawfulness, copyright, personal data protection.
- Project management. Methods and standards.
- Creating a project and managing a team. Appropriate practices.

Course name: **Human Resource Management**

On successful completion of this course, a student will be able to:

- Understand the importance of organizational culture
- Enumerate and describe advantages and disadvantages of different leadership approaches in the organizational, societal and economic context
- Apply HR theories and concepts to organizational practice
- Indicate the role and tasks of HR departments in small, medium and big organisations
- Analyse and present data and information about new developments in culture managements
- Identify and understand reasons of problems in HR management in context of organisation's members diversity

Course learning contents:

- Introduction into Human Resource Management, organisation
- Organizational culture: What are organisations?
- Organisation theories
- Corporate culture: Distinctive features of corporations in their societal context
- Managerial control: normative control within an organisation
- Managerial control: identity regulation and identity building
- Different leadership theories and approaches
- New developments in culture management, especially in relation to diversity. Challenges and opportunities and specific strategies to advance and manage diversity in the workforce
- New developments in culture management, especially in relation to authenticity and authentic leadership.
- New developments in culture management, especially in relation to informality, informal rules, responsibilities and communication.

Course name: **Project Management Skills**

On successful completion of this course, a student will be able to:

- Understand the term and goals of project management
- plan a project cycle, including resource management
- utilise relevant tools such as PMI, PMP, Prince2 Practitioner, IPMA or Agile/SCRUM to manage project cycles and allocate tasks and resources
- evaluate methods and approaches of Design Thinking in different organizational contexts and recognize and analyse their effects.
- define, evaluate and select different types and forms of negotiation strategies
- deal constructively with conflicts in order to achieve productive results.
- consider cultural and psychological processes that influence the perception and reaction of individuals, especially with regard to social, cultural and gender-specific differences, in project management, as well as to recognise the opportunities and advantages of diversity and diversity and use them productively for an organisation or a company.
- Work in teams and presents the team project

Course learning contents:

- Introduction into the Course.
- Introduction into project management and entrepreneurship.
- Project management and entrepreneurship: Project teams, collaboration and stake-holders.
- Project management software.
- Project Management and Design Thinking.
- Negotiations in project management – negotiation skills.
- Challenges in project management – conflict management.
- Gender and diversity in project management
- Presentations of group or individual project work

Course name: **Technical Skills**

On successful completion of this course, a student:

- is able to use IT tools in the process of team management
- understands the need to develop technical competence in order to improve software handling in company management processes
- knows the requirements that must be met by security features in ICT systems and the need for their continuous improvement
- uses IT systems to visualize relevant business data
- uses IT systems to analyze and make decisions based on business data
- is able to use modern methods of communication at work in a remote group
- is able to work in a group and understands the importance of working as a professional
- understands the need to improve knowledge, skills and competences
- is able to use information technology to perform professions related to the management of an organisation

Course learning contents:

- Introduction to Internet technologies
- Basics of human-oriented design
- Basics of IT system designing
- Introduction to programming
- Block diagrams in IT and management
- Data analysis
- Data visualisation
- Implementation of the project

Course name: **Entrepreneurship in Action**

On successful completion of this course, a student will be able to:

- Understand the role of entrepreneurship in modern society and economy
- Create a businessplan
- Manage enterprise's finances
- Improve competitiveness of firms
- Create marketing strategy of company
- Find, analyse and use information about opportunities and threats to business
- Use digital tools in communication
- Cooperate in teamwork and present the results of research

Course learning contents:

- Introduction to Entrepreneurship
- Discovering Entrepreneurial Opportunities
- Innovation Strategies and Methodologies
- Basics of a Businessplan
- Financial Management I: Funding of a business idea
- Financial Management II: Accounting
- Financial Management III: Taxation
- Marketing
- Online Marketing
- Managing Start-Ups
- Project Presentations

Course name: **Digital Business and Commercial Law**

On successful completion of this course, a student will be able to:

- Compare the legal regulations in the sphere of business founding in Germany and Poland
- Found a business in Germany and Poland
- Find and understand the legal regulations related to labour, corporate and taxation law
- Define term “Start-up” and recognize main legal and other obstacles for Start-up
- Apply the knowledge about differences between patents, trademarks and copyrights in practice to protect the unique resource
- Identify the main obligations of company arising from data protection law and implement the adequate procedures in organisation functioning
- Collect, synthesize the present the data and information using digital technologies and appropriate methods

Course learning contents:

- Founding a business in Germany and Poland: Basics in labour law I
- Founding a business in Germany and Poland: Basics in labour law II
- Founding a business in Germany and Poland: Corporate Law I
- Founding a business in Germany and Poland: Corporate Law II
- Founding a business in Germany and Poland: Taxation Law
- Legal Life Cycle of a Start-up: Specifics and legal structure
- Legal Life Cycle of a Start-up: Founder/investor conflicts and relevant legal issues required in connection with the establishment and development of a (technology) start-up
- Patents, trademarks and copyrights: Differences, obligations and liabilities
- Patents, trademarks and copyrights: fundamental problems of intellectual property in the field of digital technologies
- Data Protection Law in Companies: Introduction into relevant legislation
- Data Protection Law in Companies: Requirements for Start-Ups
- Data Protection Law in Companies: developing effective data protection measures and procedures for companies and organisations.
- Presentations of group or individual project work
- Presentations of group or individual project work

Course name: **Project: Individual/ Team Project**

On successful completion of this course, a student will be able to:

- Identify important needs of modern society;
- Create and propose the solutions to the problems and needs of modern/digital society;
- Build and lead the team to elaborate the details of solutions;
- Create a business plan based of company/start-up which will solve the problems and respond to identified needs of modern society
- Gain money for the enterprise /indicate the sources of company founding
- Register the company
- Implement project in real world

Course learning contents:

- Introduction to Individual project module: aims of the module
- Defining of modern society and its's digital needs/problems
- Ideas of potential solutions, which can generate profit
- Conceptualization of the project

- Determining the composition of the team and team building
- Team work: detailed solutions of the problems (creative thinking)
- Team work: creation/building of solution
- Team work: presentation of prototype of digital tool/digital service/digital platform/hardware/software etc.
- Team work: test of the prototype solution
- Team work: improvement of the prototype
- Team work: test and improvement of the prototype (continuation)
- Creation of business plan based on the solution
- Found gaining
- Registration of company and implementation of solution

Course name: **Research Lab**

On successful completion of this course, a student will be able to:

- Understand the basics of academic research.
- Differentiate between quantitative and qualitative research approaches.
- Understand and apply basic data collection methods.
- Prepare a systematic literature review.
- Critically engage with academic literature.
- Use digital tools in research and academic writing.
- Maintain an ethical and professional approach as a student and a researcher.
- Design their own social research project.
- Understand and apply principles of academic writing.
- Evaluate scientific publications with regard to rigor, relevance, and excellency
- Understand different traditions of academic work as they apply to different academic disciplines.

Course learning contents:

- Academic research: paradigms, theories, and methods
- Principles of critical thinking
- Quantitative research methods
- Qualitative research methods
- Methods of research data collection
- Fundamentals of research design
- Preparing a systematic literature review
- Principles of academic writing
- Digital tools in academic research
- Ethical and professional standards in academia
- Transdisciplinary and interdisciplinary work in academia

Course name: **Training/internship**

On successful completion of this course, a student will be able to:

- Identify and define applied procedures, work organisation methods and task completion controls used by the enterprise or institution where the internship was performed;
- Complete analytical (research) task within the scope of the company's/institution's digital activity;
- Communicate with employees from various departments as well as social and professional backgrounds using digital tools of organisation
- Identify, diagnose and solve professional problems of institution in digital sphere
- Work in and lead a team to complete the task of institution in digital sphere
- Apply theoretical knowledge in practice

Course learning contents:

- Institution presentation: objectives, structure, team
- Procedures in institutions: digital tools using in organization
- Challenges and problems of organisation in digital sphere

Course name: **MA Seminar**

On successful completion of this course, a student will be able to:

- Identify important research problems and define the hypothesis;
- Select and apply adequate research methods;
- Design research tools and collect data;
- Analyse and present data;

- Draw conclusions based on collected data, verify the hypothesis and implement the results of researches in practice;
- Write scientific thesis in English;

Course learning contents:

- Characteristics and aims of scientific thesis;
- Research problem and research questions;
- Thesis and hypothesis;
- Research methods, techniques and tools;
- Data analyse and presentation;
- Reasoning methods: deduction and induction;
- Language and layout of master thesis;
- Library query
- IT tools in master thesis preparations
- Discussions and consultations

Course name: **Governing and regulating emerging technologies**

On successful completion of this course, a student will be able to:

- Understand and differentiate concepts of governance, public policy, and public management.
- Describe different approaches to governance and public management.
- Understand different approaches towards regulation of emerging technologies.
- Present the main challenges of using digital technologies within public and private governance.
- Understand the role of international organisations, governments and non-governmental actors in shaping the regulations of emerging technologies.
- Understand the correlations between technological change and social, economic and political sphere.
- Understand the role of digital technologies in addressing societal challenges.
- Shape the governance of organisations with sound understanding of digital technologies.

Course learning contents:

- The concept of governance
- Approaches to public management
- Public policies of emerging technologies
- Digital technologies as a challenge to governance
- Regulatory approaches towards emerging technologies
- Regulating technology on the international level
- The role of private corporations in governing emerging technologies
- The role of interest groups in governing emerging technologies
- Emerging technologies in public institutions
- Algorithmic governance as a new model of politics

Course name: **Digital challenges of politics**

On successful completion of this course, a student will be able to:

- Understand the role of digital technologies in contemporary politics.
- Research the processes of digitalisation in political communication and campaigning.
- Understand the impact of digitalisation on climate change and environmental policies
- Analyse and construct codes of ethics to for the use artificial intelligence and other digital technologies.
- Describe the main social, economic and political challenges of the automation of work.
- Understand the different impact of digitalisation on political sphere in democracies and autocracies.
- Predict an impact of digital technologies on international relations.
- Understand the way in which digital tools are being used by local governments.
- Understand the impact of digitalisation on citizenship and political participation.

Course learning contents:

- Digital technologies in politics – an introduction
- Datafication and algorithmisation of political processes
- Artificial intelligence ethics in public and private sector
- Digitalisation processes in democracies and autocracies
- Digital technologies in climate and environmental policies
- Digital tools in political communication and campaigns
- Citizenship and political participation in digital environment
- Automation of work as a social, economic, and political challenge
- Influence of digital technologies on human rights

- Digital technologies in international relations
- Digital technologies in local governments

Course name: **Society, politics, and technology**

On successful completion of this course, a student will be able to:

- Name and describe the main approaches towards studying society, science, technology and politics.
- Apply theories and research methods in studying social and political contexts of technology.
- Understand the way in which technologies are shaping and being shaped by political ideologies.
- Apply methods and concepts of digital ethnography in the development of their own research projects.
- Understand and apply critical and feminist theories and concepts of technology.
- Understand the technological challenges from the perspective of political philosophy.
- Understand the relationship between technology and political power in the institutional context of modern state.
- Research the challenges related to algorithmisation of social and political processes.
- Understand and apply post-humanist and non-anthropocentric theories and concepts of technology.

Course learning contents:

- Society, science and technology studies – an introduction
- Conceptualisations of science and technology within different theoretical approaches
- Critical and feminist perspectives towards technology
- Post-humanist and non-anthropocentric perspectives towards technology
- Research methods in studying society, politics and technology
- Researching political contexts of technological development
- Methods and concepts of digital ethnography
- Tracing algorithmisation of social and political processes
- Political philosophy and artificial intelligence
- Digital technologies and political ideologies
- Technology and political power

Course name: **Managing emerging technologies in entrepreneurial contexts**

On successful completion of this course, a student will be able to:

- Understand fundamental concepts, theories and approaches in relation to digital management.
- Recognize the main challenges faced by private corporations, public institutions, nation states and inter- and supranational organisations as well as individuals in contemporary digital transformation.
- Describe the relations between actors engaged with entrepreneurial and commercial aspects of digital transformation.
- Understand and describe issues related to corporate social responsibility and environmental impacts of digital business practices in relation to problems of sustainability.
- Understand the concepts of digital transformation and its economic consequences.
- Appreciate diversity of approaches in studying digital management.
- Understand the role of soft skills in management in relation to multitude aspect of digital entrepreneurship.
- Formulate and justify variety of digital organizational strategies.
- Understand and apply methods of business intelligence and data analysis in entrepreneurial practice.

Course learning contents:

- Basic concepts of digital management
- Emerging technologies: main priorities and risks in contemporary digital reality
- Elements of new approaches to digital economy
- Regulations of emerging technologies in relation to business environment
- Processes and methods of creating and sustaining businesses in digital context
- Entrepreneurial skills in digital reality
- Business intelligence, prognosis, and data analysis in organisation
- Creativity and innovation in digital business culture
- Corporate social responsibility in digital entrepreneurship
- Global environment, sustainability, and digital revolution
- Future of digital transformation in entrepreneurial context

Course name: **Tools and methods of digital entrepreneurship**

On successful completion of this course, a student will be able to:

- Discuss challenges related to digital transformation and innovation in entrepreneurial practice.
- Develop and maintain managerial predispositions and competences appropriate to digital environment.
- Prepare an outline of a business strategy for a company operating within digital environment.
- Use new media as a tool of communication, marketing and advertising of small and medium-sized company.
- Use online marketing and advertising tools, such as search engine optimization and different forms of paid advertising platforms.
- Understand the differences and relative advantages of variety of e-commerce platforms and online payment systems for the purposes of digital company.
- Conform to legal norms regulating digital entrepreneurship, including laws on data protection, consumer rights, and copyrights.
- Understand the challenges of cybersecurity in entrepreneurial context.
- Use social media in marketing and advertising campaigns.
- Use digital tools in the management of various aspects of entrepreneurial practice, including human resource management.
- Apply different techniques of creative thinking to further business goals of a digital company.
- Understand the entrepreneurial challenges related to blockchain-based technologies and cryptocurrencies.

Course learning contents:

- Challenges of digital transformations
- Managerial predispositions and competences in digital environment
- Corporate strategies in digital entrepreneurship
- Digital tools for human resource management
- New media in digital entrepreneurship and communication
- Digital marketing and advertising
- Social media in digital marketing and advertising
- E-commerce and payment platforms
- Blockchain and cryptocurrencies
- Data protection standards and regulations
- Cybersecurity in entrepreneurship
- Legal aspects of digital entrepreneurship

Course name: **Society, entrepreneurship, and technology**

On successful completion of this course, a student will be able to:

- Name and describe the main approaches towards studying society, science, technology and entrepreneurship.
- Apply theories and research methods in studying social and entrepreneurial contexts of technology.
- Understand the way in which technologies are shaping and being shaped by public institutions and private entrepreneurial initiatives.
- Apply methods and concepts of digital ethnography in the development of their own research projects.
- Understand and apply critical and feminist theories and concepts of technology.
- Understand and apply post-humanist and non-anthropocentric theories and concepts of technology.
- Discuss different types of societal impacts of digital enterprises.
- Research the challenges related to impacts of social media algorithms.
- Understand the environmental consequences of digital entrepreneurship.
- Discuss different paradigms of artificial intelligence and related technologies, including machine learning, artificial neural networks and big data.
- Understand the role of data and data processing algorithms in contemporary society and economy.

Course learning contents:

- Society, science and technology studies – an introduction
- Conceptualisations of science and technology within different theoretical approaches
- Critical and feminist perspectives towards technology
- Post-humanist and non-anthropocentric perspectives towards technology
- Research methods in studying society, entrepreneurship and technology
- Methods and concepts of digital ethnography
- Technological development within entrepreneurial context
- Societal impacts of digital enterprises
- Environmental impacts of technological development
- Impacts of social media algorithms

- Norms and values in digital economy
- Artificial intelligence in contemporary society
- Datafication and algorithmisation in society and economy