

**Course title:** Business strategy for scientists – selectable / regular course

**Number of contact hours:** 15 hours (15h lectures)

**ETCS credits:** 1

**Course description:** The lecture reviews the basic conceptions for successful transfer of scientific technology idea into industry. It covers such modules as: market research models, pestle (SWOT) analysis, 5 forces analysis (suppliers, substitutes, buyers, new entrants, industry competitors), competitive strategies (blue vs. red ocean) as well as VRIO competitive analysis. Students will be taught about the innovation definition and the significant factors which decide about the potential success of their research idea. Students will built their interpersonal competences and will develop creative development and design thinking. Basics of Strategy for innovators will be useful for the scientists who are planning to prepare innovative project for business application.

**Education effects (P6S\_WK, P7S\_UW):**

- **knowledge:** student knows the most important definitions of entrepreneurial competencies (SWOT analysis, blue and red ocean strategies, start-up, win-win, VRIO analysis). He knows main rules while preparing an effective business plan and evaluating a market competitors for his scientific idea. He knows the most important institutions granting scientific projects.

- **skills:** student is able to evaluate the possibility of his technology idea as a potential innovation, he can elaborate a business conception for his scientific idea. He can prepare the market analysis and the evaluation of his potential business competitors. He can take care of the financial resources to refund his research project. Student can also present his innovation idea to the potential investors in an interesting way using interpersonal communication tools.

- **social:** student understands the meaning of interdisciplinary cooperation as an opportunity for the science development, he knows that intellectual and interpersonal competences as well as creative development have a decisive influence on his scientific project success on the market

#### **Literature:**

[1 ] Wilson W. B.: — Redefining success - still making mistakes, Toronto, 2012, Penguin Canada Books

[2 ] Kelly R.: — Creative Development Transforming Education through Design Thinking, Innovation and Invention, Calgary, 2016, Brush Education

**Assessment method:** Final project

**Prerequisites:** Basic knowledge in an entrepreneurship and a creative development in research projects

**Primary target group:** All specialties students

**Lecturer:** mgr inż. Magdalena Malinowska, contact person: mgr inż. M. Malinowska e-mail: [mmalinowska@chemia.pk.edu.pl](mailto:mmalinowska@chemia.pk.edu.pl)