

Title (Zarządzanie małym i średnim przedsiębiorstwem)	Code 1011102331011110927
Field Management - Full-time studies - Second-cycle studies	Year / Semester 2 / 3
Specialty Marketing and Enterprise Resources Management	Course elective
Hours Lectures: 1 Classes: - Laboratory: - Projects / seminars: -	Number of credits 2
	Language polish

Lecturer:

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Faculty:

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Status of the course in the study program:

elective course

Assumptions and objectives of the course:

Acquaint students with selected problems of creating and managing small and medium-sized enterprise, SMEs are the dominant type of enterprise in the European Union and Poland (99.9% of all businesses).

Contents of the course (course description):

Small and medium enterprise as an economic category, classification and characteristics. The significance of SMEs in national and regional economy. SMEs and the globalization process. Barriers to SME development. The infrastructure of entrepreneurship. Social capital and SMEs. The process of setting up a company. Financial management of SMEs: equity, foreign capital: bank credit, trade credit, leasing, factoring, the EU funds. SMEs and taxes. Marketing in SMEs. Limitation on use of the Internet in SMEs.

Introductory courses and the required pre-knowledge:

Basic knowledge of micro-and macroeconomics, finance and finance companies

Courses form and teaching methods:

Lecture

Form and terms of complete the course - requirements and assessment methods:

Written pass

Basic Bibliography:

Additional Bibliography: