

STUDY MODULE DESCRIPTION FORM		
Name of the module/subject Business Planning		Code 1011105331011140356
Field of study Management - Part-time studies - Second-cycle	Profile of study (general academic, practical) (brak)	Year /Semester 2 / 3
Elective path/specialty Enterprise Management	Subject offered in: Polish	Course (compulsory, elective) elective
Cycle of study: Second-cycle studies	Form of study (full-time,part-time) part-time	
No. of hours Lecture: - Classes: 20 Laboratory: - Project/seminars: -		No. of credits 6
Status of the course in the study program (Basic, major, other) (brak)		(university-wide, from another field) (brak)
Education areas and fields of science and art social sciences		ECTS distribution (number and %) 6 100%
Responsible for subject / lecturer: dr inż Maciej Szafrąński email: e-mail: maciej.szafranski@put.poznan.pl tel. +48(61) 665-3403 Wydział Inżynierii Zarządzania ul. Strzelecka 11, 60-965 Poznań		
Prerequisites in terms of knowledge, skills and social competencies:		
1	Knowledge	Basic knowledge of management, strategic management, marketing, financial accounting, managerial accounting
2	Skills	Market analysis, preparing a marketing plan, formulating objectives, SWOT analysis, construction of the balance sheet, income statement and statement of cash flow, carrying out financial analysis based on basic financial ratios
3	Social competencies	Ability to work in a team, ability to search for data and information in secondary sources, the ability to use citations
Assumptions and objectives of the course: -Understanding the methodology and learning to prepare and evaluate business plans. Acquiring the ability to connect issues learned earlier in the course of study in order to plan a business activity, own or others.		
Study outcomes and reference to the educational results for a field of study		
Knowledge:		
1. benefits of planning a business activity - [K2A_W01] 2. goals of preparing a business plan - [K2A_W06] 3. structure of business plans - [K2A_W16] 4. scope of the project of a business - [K2A_W18] 5. principles of a development of a business plan - [K2A_W09]		
Skills:		
1. preparation of business plans - [K2A_U01] 2. preparation of financial plans within the business plans - [K2A_U02] 3. analyzing and evaluating the profitability of a business start-up - [K2A_U04] 4. modifying primarily developed business concept - [K2A_U06] 5. using market data to make decisions about the way to achieve the formulated business objectives - [K2A_U08]		
Social competencies:		

<p>1. Is aware of the need for constant self-education in the field of business planning - [K2A_K01]</p> <p>2. Recognizes the importance of business planning for the maintenance and development of social and economic bonds - [K2A_K02]</p> <p>3. Is prepared to actively participate in groups and organizations dealing with planning and analyzing in the field of conducting a business activity - [S2A_K07]</p> <p>4. Recognizes the importance of ethics in business - [K2A_K04]</p>

Assessment methods of study outcomes

- Students, working in teams, present partial results of their work and are obliged to prepare problems for discussion in the classroom. The final assessment consists of two partial evaluations: evaluation of the defense of a presented solution, which takes into account the systematic work during the entire semester and the evaluation of the correctness of the business plan (compliance with the required structure, the accuracy of calculations, consistency of content in different parts of a business plan, etc.)

Course description

- The objectives of the enterprise, the effectiveness and efficiency of enterprises, forecasting, planning and design, goals of preparing of business plans, the essence of a business plan, structures and a general procedure of creating business plans, presenting assumptions for the development of a business plan in the classes, the content of a business plan, how to develop individual parts of a business plan, illustrating with examples, a financial plan within a business plan.

Basic bibliography:

1. Biznes plan, Filar E., Skrzypek J., Poltext, Warszawa, 2005
2. Ocena przedsiębiorstwa według standardów światowych, Sierpińska M., Jachna T., PWN, Warszawa, 2007

Additional bibliography:

1. Analiza finansowa w przedsiębiorstwie, Bednarski L., PWE, Warszawa, 2006
2. Zarządzanie finansami, Dębski W., CIM, Warszawa, 1997
3. Marketing, Kotler P., Rebis, Warszawa, 2006

Result of average student's workload

Activity	Time (working hours)
1. Preparation for practical classes	150

Student's workload

Source of workload	hours	ECTS
Total workload	110	6
Contact hours	20	0
Practical activities	20	0