

STUDY MODULE DESCRIPTION FORM		
Name of the module/subject Small and Medium-Sized Enterprise Management		Code 1011102331011170544
Field of study Management - Full-time studies - Second-cycle	Profile of study (general academic, practical) (brak)	Year /Semester 2 / 3
Elective path/specialty Corporate Management	Subject offered in: Polish	Course (compulsory, elective) elective
Cycle of study: Second-cycle studies	Form of study (full-time, part-time) full-time	
No. of hours Lecture: 15 Classes: - Laboratory: - Project/seminars: -		No. of credits 3
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 %) 3 100%
Responsible for subject / lecturer: dr hab. Teresa Łuczka prof. nadzw. email: teresa.luczka@put.poznan.pl tel. 061 665 33 94 Wydział Inżynierii Zarządzania ul. Strzelecka 11, 60-965 Poznań		
Prerequisites in terms of knowledge, skills and social competencies:		
1	Knowledge	Student knows the basic concepts of corporate finance and management. It has a general knowledge of the running business in a market economy
2	Skills	Student has ability to perceive, to associate and interpret the phenomena occurring in business and economy
3	Social competencies	Student understands and is prepared to take on social responsibility for decisions in the field of small business management
Assumptions and objectives of the course: To familiarize students with the process of creation and management of small and medium-sized enterprise. To draw attention to the problem of growth and corporate finance in this category entities		
Study outcomes and reference to the educational results for a field of study		
Knowledge:		
1. Student knows the nature and specificity of small businesses - [K2A_W18, K2A_W03] 2. Student has knowledge on various aspects of strategic management small business - [K2A_W18, K2A_W16] 3. Student has in-depth knowledge of the financial management of SMEs - [K2A_W03] 4. Student knows the network ways of functioning in business by SMEs like franchises, clusters etc - [K2A_W16, K2A_W04]		
Skills:		
1. Student has the ability to cope with an activity scale increase in the company - [K2A_U01, K2A_U03, K2A_U06] 2. Student has the ability to make optimal choices in terms of financial management (eg choice of sources of financing) - [K2A_U03, K2A_U04] 3. Student has the ability to formulate problems and make choices in strategic management - [K2A_U01, K2A_U02, K2A_U07]		
Social competencies:		
1. Student is prepared to act as manager (owner) small business - [K2A_K02, K2A_K04,] 2. Student is able to effectively communicate about small business problems and defend their position - [K2A_K06] 3. Student is aware of the social role it plays manager (owner) in the company and its environment - [K2A_K03, K2A_K04, K2A_K06, K2A_K07]		
Assessment methods of study outcomes		

Written exam, Discussions summarizing the various lectures, giving the opportunity to evaluate the student's understanding of the issues		
Course description		
<p>1 Essence of small and medium-sized enterprise (SMEs definition, SMEs development and their importance in the economy, Demography of SMEs sector in Poland)</p> <p>2 Strategic Management in SMEs (formulating strategies, facilitating and inhibiting factors in the small business strategy building process, areas of strategic choices, characteristics of strategic management in SMEs)</p> <p>3 Company formation (obstacles of the companies formation and development, functions and receivers of business plan, business plan structure)</p> <p>4 The financial management of SMEs (basics of financial management of SMEs, the profitability of investment vs. business cycle, Review of sources of financing)</p> <p>5 Franchising (definition, franchise agreements components, advantages and disadvantages of franchising)</p> <p>6 Clusters (definitions, functioning and financing of the cluster)</p>		
Basic bibliography:		
<p>1. Małe i średnie przedsiębiorstwa. Szkice o współczesnej przedsiębiorczości, Łuczka T. (red.), WPP, wyd.II i wyd. I, Poznan, 2007</p> <p>2. Zarządzanie małym i średnim przedsiębiorstwem, Safin K. (red), Wydawnictwo AE we Wrocławiu, 2008</p> <p>3. Kapitał obcy w małym i średnim przedsiębiorstwie. Wybrane aspekty mikro- i makroekonomiczne, Łuczka T., PWN, 2001</p> <p>4. Ekonomika i zarządzanie małą firmą, B. Piasecki (red), PWN, 2001</p>		
Additional bibliography:		
1. Kapitał jako przedmiot gospodarki finansowej małego i średniego przedsiębiorstwa prywatnego. Wprowadzenie do finansów przedsiębiorstwa, Luczka T., WPP, Poznań, 1997		
Result of average student's workload		
Activity	Time (working hours)	
1. lectures	15	
2. consultancy	35	
3. exam	10	
4. self studying	30	
Student's workload		
Source of workload	hours	ECTS
Total workload	90	3
Contact hours	50	3
Practical activities	0	0