

<b>STUDY MODULE DESCRIPTION FORM</b>		
Name of the module/subject <b>Small and Medium-Sized Enterprise Management</b>		Code <b>1011105231011180544</b>
Field of study <b>Corporate Management - Part-time studies -</b>	Profile of study (general academic, practical) <b>(brak)</b>	Year /Semester <b>2 / 3</b>
Elective path/specialty <b>Corporate Management</b>	Subject offered in: <b>Polish</b>	Course (compulsory, elective) <b>elective</b>
Cycle of study: <b>Second-cycle studies</b>	Form of study (full-time, part-time) <b>part-time</b>	
No. of hours Lecture: <b>10</b> Classes: <b>-</b> Laboratory: <b>-</b> Project/seminars: <b>-</b>		No. of credits <b>3</b>
Status of the course in the study program (Basic, major, other) <b>(brak)</b>		(university-wide, from another field) <b>(brak)</b>
Education areas and fields of science and art <b>technical sciences</b>		ECTS distribution (number and %) <b>3 100%</b>
<b>Responsible for subject / lecturer:</b>  dr inż. Anna Dębicka email: anna.debicka@put.poznan.pl tel. 061 665 34 00 Wydział Inżynierii Zarządzania ul. Strzelecka 11, 60-965 Poznań		
<b>Prerequisites in terms of knowledge, skills and social competencies:</b>		
1	<b>Knowledge</b>	Student knows the basic concepts of corporate finance and management. It has a general knowledge of the running business in a market economy
2	<b>Skills</b>	Student has ability to perceive, to associate and interpret the phenomena occurring in business and economy
3	<b>Social competencies</b>	Student understands and is prepared to take on social responsibility for decisions in the field of small business management
<b>Assumptions and objectives of the course:</b> 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 to the finance in this category entities		
<b>Study outcomes and reference to the educational results for a field of study</b>		
<b>Knowledge:</b>		
1. Student knows the nature and specificity of small businesses - [K2A_W18, K2A_W04] 2. Student has knowledge on various aspects of strategic management small business - [K2A_W18] 3. Student has in-depth knowledge of the financial management of SMEs - [K2A_W18] 4. Student knows the network ways of functioning in business by SMEs like franchises, clusters etc - [K2A_W04]		
<b>Skills:</b>		
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] 3. Student has the ability to formulate problems and make choices in strategic management - [K2A_U01, K2A_U07]		
<b>Social competencies:</b>		
1. Student is prepared to act as manager (owner) small business - [K2A_K02] 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_K06, K2A_K07]		
<b>Assessment methods of study outcomes</b>		

Written exam, Discussions summarizing the various lectures, giving the opportunity to evaluate the student's understanding of the issues		
<b>Course description</b>		
<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>		
Teaching method: informative, problematic and conversational lecture, case study, movies		
<b>Basic bibliography:</b>		
<p>1. Matejun M., Zarządzanie małą i średnią firmą w teorii i w ćwiczeniach, DIFIN, Warszawa 2012</p> <p>2. Zarządzanie małym i średnim przedsiębiorstwem, Safin K. (red), Wydawnictwo AE we Wrocławiu, 2012</p> <p>3. Ekonomia i zarządzanie małą firmą, B. Piasecki (red), PWN, 2001</p> <p>4. Małe i średnie przedsiębiorstwa. Szkice o współczesnej przedsiębiorczości, Łuczka T. (red.), WPP, wyd.II i wyd. I, Poznan, 2007</p> <p>5. Kapitał obcy w małym i średnim przedsiębiorstwie. Wybrane aspekty mikro- i makroekonomiczne, Łuczka T., PWN, 2001</p>		
<b>Additional bibliography:</b>		
<p>1. Kapitał jako przedmiot gospodarki finansowej małego i średniego przedsiębiorstwa prywatnego. Wprowadzenie do finansów przedsiębiorstwa, Łuczka T., WPP, Poznań, 1997</p> <p>2. Pieniądże na start i rozwój firmy : 2016 r. - miliardy z Unii Europejskiej, pomoc z budżetu państwa, oferta banków, leasing, faktoring, crowdfunding: w grupie siła, P. Pieńkosz, E. Bednarz, Infor Biznes, Warszawa ,2016</p> <p>3. Zarządzanie małym i średnim przedsiębiorstwem, T. Łuczka, P. Przepióra, Wydawnictwo Politechniki Poznańskiej, Poznań 2011.</p>		
<b>Result of average student's workload</b>		
<b>Activity</b>	<b>Time (working hours)</b>	
1. lectures	10	
2. consultancy	20	
3. exam	3	
4. self studying	37	
5. discussion of the results of the exam	5	
<b>Student's workload</b>		
<b>Source of workload</b>	<b>hours</b>	<b>ECTS</b>
Total workload	75	3
Contact hours	38	2
Practical activities	37	1