

<b>STUDY MODULE DESCRIPTION FORM</b>		
Name of the module/subject <b>Business development</b>		Code <b>1011102211011149378</b>
Field of study <b>Engineering Management - Full-time studies -</b>	Profile of study (general academic, practical) <b>(brak)</b>	Year /Semester <b>1 / 1</b>
Elective path/specialty <b>Marketing and Company Resources</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>full-time</b>	
No. of hours Lecture: <b>15</b> Classes: <b>15</b> Laboratory: <b>-</b> Project/seminars: <b>-</b>		No. of credits <b>2</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>social sciences</b>		ECTS distribution (number and %) <b>2 100%</b>
<b>Responsible for subject / lecturer:</b>  PhD DSc Eng. Magdalena Wyrwicka email: magdalena.wyrwicka@put.poznan.pl tel. 616653376 of Engineering Management Strzelecka 11, Poznań		
<b>Prerequisites in terms of knowledge, skills and social competencies:</b>		
1	<b>Knowledge</b>	Student has the knowledge of basic management
2	<b>Skills</b>	Student is able to discern to associate and to interpret the occurrence appearances in enterprise
3	<b>Social competencies</b>	Student understand and is prepared for held his social responsibility in business creation
<b>Assumptions and objectives of the course:</b> Getting acquaint students with the enterprise development modelling		
<b>Study outcomes and reference to the educational results for a field of study</b>		
<b>Knowledge:</b>		
1. Student has the knowledge of structural changes in development processes - [K2A_W15]		
2. Student has the knowledge of methodology to identify a phase of growth and to prepare scenarios - [K2A_W09]		
<b>Skills:</b>		
1. Student is able to build models of enterprise development - [K2A_U04]		
2. Student is able to examin an enterprise to identify a phase of growth - [K2A_U06]		
3. Student is able to prepare scenarios of development for the future - [K2A_U07]		
<b>Social competencies:</b>		
1. Student undertands the need of team working in area enterprise development because of the variety of knowledge, skills and problems - [K2A_K06]		
2. Student is conscious of the role, required competences and responsibilities of managers dcisions - [K2A_K02]		
<b>Assessment methods of study outcomes</b>		

Forming grade: lectures: on the basis of the answers to the questions concerning the discussed problems at the previous lectures Sum up grade: Test (4 topics to describe, 3 points 'a answer) during the last meeting of semester. Esey about chosen element of enterprise development		
<b>Course description</b>		
Development and growth models. Mothodology of identyify a phase of deveolpment. Scenarios building. Foresight methodology.		
<b>Basic bibliography:</b>		
1. Wyrwicka M.K. (2015) ?Elements of enterprise development? [in:] Integral Management and Governance: Empirical Findings of MER Model, (eds.) M. Duh. J. Belak, Lambert Academic Publishing, Saarbrucken 2. Wyrwicka M.K., Ragin-Skorecka K. (2013) ?Foresight przedsiębiorstw T. 1 Przygotowanie do przyszłości?, Wydawnictwo Politechniki Poznańskiej, Poznań 3. Badzińska E., Wyrwicka M. (2016), Models of creation and development of an enterprise ? a conceptual approach, Zeszyty Naukowe Politechniki Poznańskiej seria Organizacja i Zarządzanie, Nr 70/2016 4. Wyrwicka M. K. and Jaźwińska D. (2016) THE SUSTAINABLE DEVELOPMENT STRATEGY ? A CASE STUDY OF KOMPANIA PIWOWARSKA S.A. [in:] Research in Logistocs & Production Vol. 6, No. 4, pp. 299?307		
<b>Additional bibliography:</b>		
1. Wyrwicka M.K. (2003) ?Endogenne przesłanki organizacyjne rozwoju przedsiębiorstwa?, Wydawnictwo Politechniki Poznańskiej, seria rozprawy Nr 374, Poznań 2. Wyrwicka M.K. (2009) ?Rozwój przedsiębiorstwa w gospodarce sieciowej? [w:] Ergonomia ? technika i technologia ? zarządzanie, red. M. Fertsch, Wydawnictwo Politechniki Poznańskiej, Poznań s. 341-356		
<b>Result of average student's workload</b>		
<b>Activity</b>	<b>Time (working hours)</b>	
1. Lectures	15	
2. Classess	15	
3. Consulatation	30	
4. Own studies	8	
5. Exam	7	
<b>Student's workload</b>		
<b>Source of workload</b>	<b>hours</b>	<b>ECTS</b>
Total workload	75	2
Contact hours	37	1
Practical activities	15	1