

STUDY MODULE DESCRIPTION FORM		
Name of the module/subject Small and Medium-Sized Enterprise Management		Code 1011105231011100544
Field of study Engineering Management - Part-time studies -	Profile of study (general academic, practical) (brak)	Year /Semester 2 / 3
Elective path/specialty Marketing and Company Resources	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: 10 Classes: - Laboratory: - Project/seminars: -		No. of credits 2
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		ECTS distribution (number and %)
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 to the 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_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]		
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] 3. Student has the ability to formulate problems and make choices in strategic management - [K2A_U01, K2A_U07]		
Social competencies:		
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]		
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, 2012</p> <p>3. Matejun M., Zarządzanie małą i średnią firmą w teorii i w ćwiczeniach, DIFIN, Warszawa 2012</p> <p>4. Kapitał obcy w małym i średnim przedsiębiorstwie. Wybrane aspekty mikro- i makroekonomiczne, Łuczka T., PWN, 2001</p>		
Additional bibliography:		
1. Ekonomia i zarządzanie małą firmą, B. Piasecki (red), PWN, 2001		
Result of average student's workload		
Activity	Time (working hours)	
1. lectures	15	
2. consultancy	35	
3. exam	3	
4. self studying	30	
Student's workload		
Source of workload	hours	ECTS
Total workload	83	2
Contact hours	53	2
Practical activities	0	0