POZNAN UNIVERSITY OF TECHNOLOGY

EUROPEAN CREDIT TRANSFER AND ACCUMULATION SYSTEM (ECTS)

pl. M. Skłodowskiej-Curie 5, 60-965 Poznań

COURSE DESCRIPTION CARD - SYLLABUS

Course name
Business planning

Course

Field of study	Year/Semester
Engineering Management	1/1

Area of study (specialization)	Profile of study

Level of study	Course offered in
Second-cycle studies	English

Form of study	Requirements
full-time	elective

Number of hours

Lecture	Laboratory classes	Other (e.g. online)
15		

Tutorials	Projects/seminars	
15		

Number of credit points

2

Lecturers

Responsible for the course/lecturer:	Responsible for the course/lecturer:
Dr inż. Edmund Pawłowski	

Prerequisites

Management Basics, Financial Accounting

Course objective

teaching methodology and developing skills for designing and evaluating investment projects

Course-related learning outcomes

Knowledge

has in-depth knowledge of methods and tools for modelling information and decision-making processes

has knowledge of the links existing in network organisations (corporations, holdings, clusters, etc.) and in-depth knowledge of organisational relations between organisational units of the enterprise and virtual units

Skills

is able to forecast and modelling complex social processes involving phenomena from different areas of social life (cultural, political, legal, economic) using advanced management methods and toolsposiada

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ability to propose solutions to a specific management problem and to carry out a procedure to resolve it themselves

Social competences

is aware of the interdisciplinary knowledge and skills needed to solve complex problems of the organisation and the need to create interdisciplinary teams

be able to recognise the cause-and-effect relationships in achieving the objectives and rank the importance of alternative or competing tasks

Methods for verifying learning outcomes and assessment criteria

Learning outcomes presented above are verified as follows:

The knowledge of the lectures is verified during the written test. Written test in two versions: 1/ 5 open questions, 2/ 10 multiple-choice test questions. Maximum number of points = 100. Positive score from 65 points.

Knowledge from the exercises is verified by defending the project

Programme content

The essence and functions of business planning. Methodology of annual business planning of the company. Procedures for designing new business ventures: creating a new company, planning investment ventures in existing companies. Standards of technical, organizational, marketing and financial planning of business ventures.

Teaching methods

1. lecture: Monographic lecture, case studies

2 Exercises: multimedia presentation illustrated with examples given on the board and project execution

Bibliography

Basic

1. Hurdle. The Book on Business Planning, Berry Tim, PaloAlto Software, Inc , USA, 2006.

2. Pawłowski E., Pawłowski K., Trzcielińska J., Trzcieliński S. Projektowanie biznesu i ocena przedsięwzięć inwestycyjnych. Wyd. Politechniki Poznańskiej, Poznań, 2010.

3. Rogowski W. Rachunek efektywności przedsięwzięć inwestycyjnych. Wyd. Oficyna Ekonomiczna, Warszawa, 2004.

4. Bednarski L, Analiza finansowa w przedsiębiorstwie, PWE, Warszawa, 2006.

5. Sierpińska M., Jachna T.Ocena przedsiębiorstwa według standardów światowych. PWN, Warszawa, 2007

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Additional

1. Filar E., Skrzypek J., Biznesplan , Wydawnictwo poltex, W-wa 2005

Breakdown of average student's workload

	Hours	ECTS
Total workload	50	2,0
Classes requiring direct contact with the teacher	30	1,0
Student's own work (literature studies, preparation for laboratory classes/tutorials, preparation for tests/exam, project preparation) [1]	20	1,0

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[1] delete or add other activities as appropriate