



COURSE DESCRIPTION CARD - SYLLABUS

Course name

SMALL BUSINESS MANAGEMENT

Course

Field of study

Construction and Exploitation of Means of Transport

Area of study (specialization)

Level of study

First-cycle studies

Form of study

full-time

Year/Semester

I/II

Profile of study

general academic

Course offered in

PL/EN

Requirements

Number of hours

Lecture

Laboratory classes

Other (e.g. online)

0

0

Tutorials

Projects/seminars

15

0

Number of credit points

1

Lecturers

Responsible for the course/lecturer:

dr Joanna Małecka

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dr Joanna Małecka

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Faculty of Engineering Management

Department of Entrepreneurship and Business

Communication

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Prerequisites

KNOWLEDGE: The Student knows the basic concepts of economics and finance of enterprises as well as management. Has general knowledge about entrepreneurship and the functioning of companies in a market economy

SKILLS: The Student has the skills to perceive, associate and interpret phenomena occurring in enterprises and in the economy fields



SOCIAL COMPETENCE: The Student understands and is prepared to take social responsibility for decisions in the field of managing a small enterprise

Course objective

To familiarize Students with the specifics of creating and managing a small enterprises

Paying attention to the SME's problem of growth and rising sources of financing

Course-related learning outcomes

Knowledge

1. The Student knows the essence and specificity of functioning of small enterprises
2. The Students has knowledge of various aspects of strategic management of a small company
3. The Student has knowledge about alternative sources of SME financing

Skills

1. The Student has the ability to manage and develop with the growth of the enterprise
2. The Student has the ability to make optimal choices in the field of financial management
3. The Student has the ability to formulate problems and make choices in the field of strategic management and the ability to define enterprise mission, vision and values

Social competences

1. The Student should be prepared to act as the manager (owner) of a small enterprise
2. The Student is able to communicate efficiently and defend his arguments
3. The Student is aware of the social role played by the manager (owner) in the company and its environment

Methods for verifying learning outcomes and assessment criteria

Learning outcomes presented above are verified as follows:

LECTURES - Formative assessment: active in discussions summarizing individual lectures or given material (e.g. books, movies), giving the Student the opportunity to assess the understanding of the problem; optional written works (e.g. essay) assigned during the semester; case-study tasks.

Summative assessment: written exam on the last lecture (to obtain a positive grade, 55% of points are required); the lecturer can conduct a final exam in the form of a remote test via the Moodle platform

PRACTICE (CASES): Formative assessment: current activity during classes and participation in the discussions; preparing presentation and business plan in selected legal identity and its presentation during the classes; tests; written works (essay) based on given books, articles or movies; written analysis of case-study; final test; tests).

Summative assessment: the arithmetic average of the formative grades with rounding conditions given and placed on the Moodle platform - inability to get promotion without a colloquium for a positive



grade (min. 55% of points); the lecturer can conduct a final test in the form of a remote test via the Moodle platform

Programme content

1. The essence of small enterprisess (definition of the SME sector)
2. Development and significance of SME in modern market economy
3. Globalization and internationalization and SMEs
4. Strategic management in SMEs (formulation of strategies; strategic and financial analysis tools; facilitating and hindering strategy building factors in a small company)
5. Strategic management in SMEs (areas of strategy selection, characteristics of strategic management in SMEs; basic indicators - allowing to assess the profitability of enterprises)
6. The issue of knowledge management and the possibilities of its implementation in SMEs
7. Company building (I: opportunities for SMEs; II: barriers for SMEs)
8. The concept of organization and management; Company mission, vision and values
9. Meaning of the SMEs definitioin and possible of legal forms of running business in Poland
10. Goals and ways of defining them as well as their role and significance
11. Functions of management
12. Business Plan as a planing function - his functions, recipients ans structure
13. Financial management of SMEs (review of market sources of financing: equity and foreign capital; effective forms of financing small enterprises)
14. Financial management od SMEs (alternative sources of financing)
15. Contemporary management concepts and the possibilities of their implementation in SMEs

Teaching methods

- I. FEEDBACK: Information lecture, Problem lecture, Conversational lecture, Talk, Lecture, Reading
- II. SEARCHING: Case study, Brainstorming, Round table discussion, Discussion - pyramid, Discussion - seminar, Discussion - paper,
- III. TUTORIAL - PRACTICAL: Auditorium exercises, Demonstration method, Project method, Workshop method, Tasks solbing
- IV. EXPOSING: Demonstration (film / presentation)



Bibliography

Basic

1. Goldratt, E.M., Cox, J. (2008). CEL I. Doskonałość w produkcji. Wydawnictwo: Mint Books - dostępne dla Studentów na Moodle w wersji eBook - english title "The AIM I"
2. Griffin, R.W. (2017). Podstawy zarządzania organizacjami. Warszawa: PWN
3. Drucker, P.F. (2001). Myśli Przewodnie Druckera. Harvard Business School
4. Małecka (2019). Knowledge Management in SMEs. Journal of Knowledge Management Application and Practice Vol.1. No.3. (Dec. 2019). pp. 47-57. Natural Science Publishing.
<http://www.naturalspublishing.com/ContIss.asp?IssID=1680> - dostępne on-line

Additional

1. Małecka, J. (2018). Knowledge Management in SMEs – In Search of a Paradigm. Proceedings of the 19th European Conference of Knowledge Management. Published by Academic Conferences and Publishing International Limited Reading, UK. E-Book: ISBN: 978-1-911218-95-1. E-BOOKISSN: 2048-8971. Book version ISBN: 978-1-911218-94-4 Book Version ISSN: 2048-8963. p.485-493 - access on-line
2. Małecka, J. (2018). Alternative Sources of Financing for SMEs in Poland in the Light of Empirical Research. Proceedings of the Entrepreneurship and Family Enterprise Research International Conference - access on-line
3. Małecka, J.(2017). The role of SMEs in international trade: Selected aspects, Institute of Economic Research Working Papers, No. 68/2017, available at:
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4. Matejun, (2012). Zarządzanie małą i średnią firmą w teorii i w ćwiczeniach, DIFIN:Warszawa
5. Porter M.E. (2001). Porter o konkurencji. Warszawa: PWE
6. Porter, M.E. (1994). Strategia konkurencji. Metody analizy sektorów i konkurentów. Warszawa: PWE



Breakdown of average student's workload

	Hours	ECTS
Total workload	30	1,0
Classes requiring direct contact with the teacher	15	0,5
Student's own work (literature studies, preparation for lectures /classes (tutorials), preparation for tests/final test/exam, project/presentation preparation, writing essay, case-study analysis, watching movies) ¹	15	0,5

¹ delete or add other activities as appropriate