



## COURSE DESCRIPTION CARD - SYLLABUS

Course name

The art of self-presentation

### Course

Field of study

Year/Semester

Transport

2/3

Area of study (specialization)

Profile of study

-

general academic

Level of study

Course offered in

Second-cycle studies

Polish

Form of study

Requirements

full-time

compulsory

### Number of hours

Lecture

Laboratory classes

Other (e.g. online)

Tutorials

Projects/seminars

15

### Number of credit points

1

### Lecturers

Responsible for the course/lecturer:

Responsible for the course/lecturer:

dr Joanna Małecka

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Faculty of Engineering of Management

Ul. J. Rychlewskiego 2

60-965 Poznań

### Prerequisites

**KNOWLEDGE:** Student knows the basic concepts of business economics and finance and management. Has a general knowledge of entrepreneurship and the functioning of companies in a market economy

**SKILLS:** Student has the ability to perceive, associate and interpret phenomena occurring in enterprises and the economy

**SOCIAL COMPETENCES:** Student understands and is prepared to take social responsibility for decisions in the area of small business management



### Course objective

Familiarizing students with the specificity of creating and managing a small and medium-sized enterprise  
Paying attention to the problem of growth and financing of enterprises in this category

### Course-related learning outcomes

#### Knowledge

Student knows economic, legal and other conditions of the operation of transport companies

Student has basic knowledge of managing and running a business and knows the general rules of creating and developing forms of individual entrepreneurship

#### Skills

Student is able to interact in a team, assuming various roles in it

#### Social competences

Student understands the importance of popularizing activities regarding the latest achievements in the field of transport engineering

Student is aware of the need to develop professional achievements and to comply with the rules of professional ethics

### Methods for verifying learning outcomes and assessment criteria

Learning outcomes presented above are verified as follows:

Formative assessment: ongoing activity in class and participation in discussion; entry tests; works written on the basis of assigned books, articles or films; presentation on a given topic and its delivery during the class; case-study tasks;

Final assessment: arithmetic mean of the forming grades with the rounding conditions specified and placed on the MODDLE platform - no possibility of obtaining a credit without writing a test with a positive grade (min. 55% of points)

### Programme content

1. The essence of small and medium-sized enterprises (SME sector definitions)
2. The development and importance of SMEs in the modern market economy
3. The structure of SMEs in Poland and the EU
4. Globalization and internationalization and SMEs
5. Strategic management in SMEs (strategy formulation; tools of strategic and financial analysis; factors facilitating and hindering building a strategy in a small company)
6. Strategic management in SMEs (areas of strategy selection, characteristics of strategic management in SMEs; basic indicators of ratio analysis allowing to assess the profitability of enterprises)
7. The issue of knowledge management and the possibility of its implementation in SMEs



8. Building a company (opportunities and barriers to SME development)
9. The concept of organization and management; defining the mission, vision and values of the company
10. Meaning the definition of SMEs and legal forms of running a business in Poland
11. Objectives their way of defining, role and meaning; Management functions in the aspect of SME stratgia
12. Business plan as a form of planning; functions, structure and recipients of a business plan
13. Financial economy of SMEs (review of financing sources: equity and foreign capital; effective forms of financing SMEs)
14. Financial management of SMEs (review of alternative financial sources)
15. Contemporary management concepts and the possibilities of their implementation in SMEs

### Teaching methods

Case study, Brainstorming, Discussion - round table, Discussion - pyramid, Discussion - seminar, Discussion - paper

Auditorium exercises, Demonstration method, Project method, Workshop method, essay writing

Film / presentation

### Bibliography

Basic

1. Goldratt, E.M., Cox, J. (2008). CELI. Doskonałość w produkcji. Wydawnictwo: Mint Books - dostępne dla Studentów na Moodle w wersjiBook
2. Griffin, R.W. (2017). Podstawy zarządzania organizacjami. Warszawa: PWN
3. Drucker, P.F. (2001). Myśli Przewodnie Druckera. Harvard Business School
4. Matejun, (2012). Zarządzanie małą i średnią firmą w teorii i w ćwiczeniach, DIFIN:Warszawa
5. 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> - dostęp 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 - dostęp 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 - dostęp 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:  
[http://econpapers.repec.org/scripts/redirector.php?u=http%3A%2F%2Fwww.badania-gospodarcze.pl%2Fimages%2FWorking\\_Papers%2F2017\\_No\\_68.pdf;h=repec:pes:wpaper:2017:no68](http://econpapers.repec.org/scripts/redirector.php?u=http%3A%2F%2Fwww.badania-gospodarcze.pl%2Fimages%2FWorking_Papers%2F2017_No_68.pdf;h=repec:pes:wpaper:2017:no68) - dostęp on-line
4. Goldratt E.M. (2008). Cel II. To nie przypadek. Wydawnictwo: Mint Books
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 laboratory classes/tutorials, preparation for tests/exam, project preparation) <sup>1</sup>	15	0,5

<sup>1</sup> delete or add other activities as appropriate