



## COURSE DESCRIPTION CARD - SYLLABUS

Course name

SME Management

### Course

Field of study

Engineering Management

Area of study (specialization)

Enterprise resource and process management

Level of study

Second-cycle studies

Form of study

full-time

Year/Semester

1/2

Profile of study

general academic

Course offered in

polish

Requirements

elective

### Number of hours

Lecture

15

Laboratory classes

Tutorials

15

Projects/seminars

Other (e.g. online)

### Number of credit points

2

### Lecturers

Responsible for the course/lecturer:

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Responsible for the course/lecturer:

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### Prerequisites

The student knows the basic concepts of corporate finance and management. Has general knowledge about entrepreneurship and the functioning of companies in a market economy

The student has the ability to perceive, associate and interpret phenomena occurring in enterprises and the economy

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 and medium enterprise. Paying attention to the problem of growth and financing of enterprises in this category

### Course-related learning outcomes

#### Knowledge

P7S\_WG\_01 has in-depth knowledge of legal norms, their sources, changes and ways of influencing organizations, with particular emphasis on commercial law

P7S\_WG\_02 deeply knows methods and tools for modeling information and decision-making processes

P7S\_WG\_05 has in-depth knowledge of the determinants of organizational structures, knows structure-forming mechanisms, and methods of modeling and changing organizational structures

P7S\_WG\_06 has knowledge of connections occurring in network organizations (concerns, holdings, clusters, etc.) and in-depth knowledge of organizational dependencies occurring between organizational units of an enterprise, as well as virtual units

P7S\_WK\_03 knows the general principles of creating and developing forms of individual entrepreneurship using knowledge of technology, economics and management

#### Skills

P7S\_UW\_03 has the ability to use the acquired knowledge in various fields and forms, extended by a critical analysis of the effectiveness and usefulness of applied knowledge

P7S\_UW\_04 has the ability to independently propose solutions to a specific management problem and carry out the procedure to make decisions in this regard

P7S\_UW\_06 is able to correctly interpret and explain social, cultural, political, legal, economic phenomena) and mutual relations between social phenomena

P7S\_UO\_01 can be responsible for own work and jointly implemented tasks, and manage team work

P7S\_UU\_01 is able to identify the need and use opportunities for continuous training (second and third cycle studies, post-graduate studies, courses) - improving professional, personal and social competences; can argue before others the need for lifelong learning

#### Social competences

P7S\_KK\_01 is aware of the interdisciplinary knowledge and skills needed to solve complex organization problems and the need to create interdisciplinary teams

P7S\_KK\_02 can see the cause-and-effect relationships in achieving the goals and rank the importance of alternative or competitive tasks

P7S\_KO\_01 can make a substantive contribution to the preparation of social projects and manage projects resulting from these projects



P7S\_KO\_03 can plan and manage business ventures

### Methods for verifying learning outcomes and assessment criteria

Learning outcomes presented above are verified as follows:

#### LECTURE:

- formative assessment: discussions summarizing individual lectures, giving the student the opportunity to assess the understanding of the problem
- final grade: written test of the subject or summary grade based on partial grades

#### EXERCISES:

- formative assessment: assessment of activity during classes
- final grade: written test on the subject or project

### Programme content

1. The essence of small and medium-sized enterprises (Definitions of the SME sector, Development and significance of SMEs in capitalist economies, SME structure in Poland)
2. Strategic management in SMEs (Strategy formulation, Factors facilitating and hindering strategy building in a small company, Strategy selection areas, Characteristics of strategic management in SMEs)
3. Company building (Business development barriers, Functions and recipients of a business plan, Business plan structure)
4. SME financial management (Fundamentals of SME financial management, Investment profitability and the business cycle, Review of financing sources)
5. Clusters (Cluster definitions, Operation and financing of clusters)

### Teaching methods

LECTURE: conversational lecture, interactive discussion

TUTORIALS: interactive discussion, case studies, auditorium exercises, work with a book

### Bibliography

Basic

1. Małe i średnie przedsiębiorstwa. Szkice o współczesnej przedsiębiorczości, Łuczka T. (red.), WPP, wyd.II i wyd. I, Poznan, 2007
2. Zarządzanie małym i średnim przedsiębiorstwem, Safin K. (red), Wydawnictwo AE we Wrocławiu, 2012
3. Matejun M., Zarządzanie małą i średnią firmą w teorii i w ćwiczeniach, DIFIN, Warszawa 2012



4. Kapitał obcy w małym i średnim przedsiębiorstwie. Wybrane aspekty mikro- i makroekonomiczne, Łuczka T., PWN, 2001

5. Ekonomia i zarządzanie małą firmą, B. Piasecki (red), PWN, 2001

#### Additional

1. Kapitał jako przedmiot gospodarki finansowej małego i średniego przedsiębiorstwa prywatnego. Wprowadzenie do finansów przedsiębiorstwa, Łuczka T., WPP, Poznań, 1997

2. Olejniczak K., Łuczka T., Czynniki konkurencyjności subregionu, Wydawnictwo Politechniki Poznańskiej, 2019

3. Dębicka A., Łuczka T., Zarządzanie sytuacją kryzysową w małych i średnich przedsiębiorstwach. Diagnoza i procedury, Wydawnictwo Politechniki Poznańskiej, 2019

4. Olejniczak K., Dębicka A., Entrepreneurship and competitiveness of subregions. The case of the Wielkopolska Region in Poland, Biblioteka Regionalisty, nr 19, ISSN 2081-4461, Wrocław, 2019

#### 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 tasks/ classes/tutorials, preparation for tests/exam, project preparation) <sup>1</sup>	20	1,0

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