



## COURSE DESCRIPTION CARD - SYLLABUS

Course name

SMALL BUSINESS MANAGEMENT

### Course

Field of study

Industrial and Renewable Energy

Area of study (specialization)

Gas Technology and Renewable Energy

Level of study

Second-cycle studies

Form of study

part-time

Year/Semester

II/III

Profile of study

general academic

Course offered in

PL/EN

Requirements

### Number of hours

Lecture

9

Laboratory classes

0

Other (e.g. online)

0

Tutorials

9

Projects/seminars

0

### Number of credit points

2

### Lecturers

Responsible for the course/lecturer:

dr Joanna Małecka

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dr Joanna Małecka

e-mail: [jojanna.malecka@put.poznan.pl](mailto:jojanna.malecka@put.poznan.pl)

Wydział Inżynierii Zarządzania

ul. J. Rychlewskiego 2, 60-965 Poznań

### 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 the economy

**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 and medium-sized enterprises

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

### 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 financing SMEs

#### Skills

1. The Student has the ability to manage and develop with the growth of the enterprise [KIL\_U06]
2. The Student has the ability to make optimal choices in the field of financial management (e.g. selection of financing sources according to proper legal form of leading business)
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 papers (essay) assigned during the semester. Summative assessment: written exam on the last lecture (to obtain a positive grade, 55% of points are required)

**PRACTICE (CASES):** Formative assessment: current activity during classes and participation in the discussion; preparing presentation and business plan in selected economic areas and its presentation during the classes; tests; written works (essay) based on given books, articles or films; written analysis of



case-study; final test). Summative assessment: the arithmetic average of the formative grades with rounding conditions given and placed on the MODDLE platform - inability to getting promotion without a colloquium for a positive grade (min. 55% of points)

### Programme content

1. The essence of small and medium access (definition of the SME sector)
2. Development and significance of SMEs in modern market economy
3. Globalization and internationalization and SMEs
4. Strategic management in SMEs (formulation of strategies; strategic and financial analysis tools; factors facilitating and hindering strategy building in a small company )
5. The issue of knowledge management and the possibilities of its implementation in SMEs
6. Company building (I: opportunities for SMEs; II: barriers for SMEs)
7. The concept of Organization and Management; Company Missiion, vision and values
8. SMEs definitioin and legal formof enterprises
9. Definisiom role and meaning of objectives (aims); Management functions
10. Biznes Plan as a Planing function; Functions, recipients ans structure of the business plan
11. SME financial management (basics of SME finance; efficient finantial solutions for SME; review alternative sources of financing)
12. Contemporary management concepts and the possibilities of their implementation in SMRs

### 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). CELI. Doskonałość w produkcji. Wydawnictwo: Mint Books
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>

#### 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.
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.
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/redir.pf?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/redir.pf?u=http%3A%2F%2Fwww.badania-gospodarcze.pl%2Fimages%2FWorking_Papers%2F2017_No_68.pdf;h=repec:pes:wpaper:2017:no68)
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	60	2,0
Classes requiring direct contact with the teacher	20	0,7
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) <sup>1</sup>	40	1,3

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