



## COURSE DESCRIPTION CARD - SYLLABUS

Course name

SMALL BUSINESS MANAGEMENT

### Course

Field of study

Mechanical and Automotive Engineering

Area of study (specialization)

Level of study

First-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

0

Other (e.g. online)

0

Tutorials

0

Projects/seminars

0

### Number of credit points

1

### Lecturers

Responsible for the course/lecturer:

dr Joanna Małecka

Responsible for the course/lecturer:

e-mail: joanna.malecka@put.poznan.pl

Faculty of Engineering Management

Department of Entrepreneurship and Business

Communication

ul. J. Rychlewskiego 2, 60-965 Poznań

tel. 61 665 3398



### Prerequisites

1. 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
2. The Student has the skills to perceive, associate and interpret phenomena occurring in enterprises and in the economy fields
3. The Student understands and is prepared to take social responsibility for decisions in the field of managing an 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. Has elementary knowledge of the life cycle of machinery, recycling of machine elements and construction and consumables.
2. Has elementary knowledge of law, in particular security, copyright and security law industrial property and its influence on the development of technology.
3. Has elementary knowledge of the economics and economics of industrial enterprises, banking system, commercial law, and entrepreneurial accounting.

#### Skills

1. Can organize and substantively manage the process of designing and operating a simple machine from a group of machines from the group covered by the selected diploma path.
2. Can obtain information from literature, the Internet, databases and other sources. Can integrate the obtained information, interpret and draw conclusions from it, and create and justify opinions.
3. Has the ability to self-educate with the use of modern teaching tools, such as remote lectures, websites and databases, teaching programs, e-books.

#### Social competences

1. Is ready to fulfill social obligations and co-organize activities for the benefit of the social environment.
2. Is willing to think and act in an entrepreneurial manner.
3. Is ready to fulfill professional roles responsibly, including:
  - observing the rules of professional ethics and requiring this from others,



- caring for the achievements and traditions of the profession.

### **Methods for verifying learning outcomes and assessment criteria**

Learning outcomes presented above are verified as follows:

TUTORIALS: 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 mainly via the eKursy platform

Summative assessment: the arithmetic average of the formative grades with rounding conditions given and placed on the MODDLE platform (eKursy) - inability to getting promotion without a colloquium for a positive grade (min. 60% of points); the lecturer can conduct a final test in the form of a remote test via the Moodle / eKursy platform

### **Programme content**

1. The image, role and importance of an SME owner in the business world
2. The concept of organization and management; Company mission, vision and values
3. Meaning of the SMEs definition and possible of legal forms of running business in Poland
4. The role and significance of goals for company development
5. Functions of management in the aspect of small business
6. Business Plan as a planning function - his functions, recipients and structure
7. Marketing strategies in SMEs management
8. Contemporary management concepts and the possibilities of their implementation in SMEs
9. Review of SMEs sources of financing - conventional sources of financing
10. Financial management of small business - alternative sources of financing

### **Teaching methods**

I. FEEDBACK: Information lecture, Problem lecture, Conversational lecture, Talk, Lecture, Reading included on-line formula

II. SEARCHING: Case study, Brainstorming, Round table discussion, Discussion - pyramid, Discussion - seminar, Discussion - paper included on-line formula

III. TUTORIAL - PRACTICAL: Auditorium exercises, Demonstration method, Cas-study included on-line formula

IV. EXPOSING: Demonstration (film / presentation) included on-line formula



## 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. Małecka, J. (2020). Instrumenty Rynku Kapitałowego w Zarządzaniu finansami mikro, małych i średnich przedsiębiorstw, Cechy przedsiębiorstwa a wybór źródeł finansowania. Poznań: Polskie Towarzystwo Ekonomiczne
3. Griffin, R.W. (2017). Podstawy zarządzania organizacjami. Warszawa: PWN
4. Drucker, P.F. (2001). Myśli Przewodnie Druckera. Harvard Business School
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> - 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:  
[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)- access on-line
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	25	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, preparation form discussions and case-study analysis, watching movies) <sup>1</sup>	10	0,5

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