



COURSE DESCRIPTION CARD - SYLLABUS

Course name

Humanistic-social subject II - Management in small business

Course

Field of study

Electrical power engineering

Area of study (specialization)

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Level of study

Second-cycle studies

Form of study

full-time

Year/Semester

2/3

Profile of study

general academic

Course offered in

Polish

Requirements

elective

Number of hours

Lecture

30

Laboratory classes

0

Other (e.g. online)

0

Tutorials

0

Projects/seminars

0

Number of credit points

2

Lecturers

Responsible for the course/lecturer:

dr Joanna Małecka

Responsible for the course/lecturer:

Wydział Inżynierii Zarządzania

Zakład przedsiębiorczości i Komunikacji w

Biznesie

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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. He knows the rules of managing a small business
2. The Student has the skills to perceive, associate and interpret phenomena occurring in enterprises and the economy and knows the rules of distinguishing barriers and opportunities for the development of small enterprises



3. The Student understands and is prepared to take social responsibility for decisions in the field of managing a small enterprise and understands the importance and consequences of managerial decisions

Course objective

To familiarize Students with the specifics of creating and managing a SME company - micro, small and medium-sized enterprises.

Paying attention to the SME's problem of growth and rising sources of financing for development as well as on the aspects of personnel management and related responsibility.

Course-related learning outcomes

Knowledge

1. The Student knows the essence and specificity of functioning of SMEs in Poland and UE
2. The Students has knowledge of barriers of micor, small and medium enterprice
3. The Student has in-depth knowledge of SME management
4. The Student has knowledge of the relationship of various non-technical fields such as economics, business management and personnel management

Skills

1. The Student has the ability to manage company development and to adjust the legal form of business activity to the growth of the enterprise
2. The Student has the ability to make optimal choices in the field of legal form of leading business and resulting consequences of obtaining financing
3. The Student has the ability to formulate problems and make choices in terms of diversifying sources of financing
4. The Student is able to independently plan and implement his development as well as motivate and direct others

Social competences

1. The Student should be prepared to act as the manager in micro, small and medium enterprice
2. The Student is able to communicate efficiently as a team member
3. The Student is aware of the social responsibility performed by the manager hiring other people and has the ability to influence the managed team
4. The Student is aware of the need to respect the rights of other entities in independent and team work, honesty and responsibility in the implementation of tasks, acting in accordance with the principles of professional ethics and actions to comply with these principles



Methods for verifying learning outcomes and assessment criteria

Learning outcomes presented above are verified as follows:

Formative assessment: active in discussions summarizing individual lectures, giving the student the opportunity to assess the understanding of the problem (ex. in aspect of issues, books or movies); optional papers (essay) assigned during the semester; case study tasks

Summative assessment: written test (to obtain a positive grade, 50% of points are required); the form of credit may be a written on-line test via the eKursy platform

Programme content

1. Image, role and importance of SME owner in the business world
2. Definition of the SME sector, its structure, development and significance for the Polish and EU economy and the impact of the choice of legal identity for the leading economic activity
3. The concept of organization and management; The importance of the strategy in SMEs, formulating the company mission, vision and values and they marketing aspects
4. The role and importance of goals in the enterprise
5. Management functions: planning and organizing - the role, meaning and structure of a business plan and lean-canvas methods for small business
6. Management functions: motivating and controlling - organizational structure and hierarchy of jobs in SMEs; Elements of personnel management in SMEs
7. The importance, role and barriers to the SMEs development
8. Money market as a source of SME financing
9. The capital market as a source of SMEs financing
10. Alternative forms of financing as a source of SMEs financing
11. Marketing strategies used by SMEs - What is calimero marketing
12. The importance of knowledge and employees intellectual capital
13. Personnel management 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

IV. EXPOSING: Demonstration (film / presentation)

Bibliography

Basic

1. Goldratt E.M. (2008). Cel II. To nie przypadek. Wydawnictwo: Mint Books
2. Goldratt, E.M., Cox, J. (2008). CEL I. Doskonałość w produkcji. Wydawnictwo: Mint Books
3. Griffin, R.W. (2017). Podstawy zarządzania organizacjami. Warszawa: PWN
4. Małecka, J. (2020). Instrumenty rynku kapitałowego w zarządzaniu finansami mikro, małych i średnich przedsiębiorstw, Cechy przedsiębiorstwa a wybór źródeł finansowania. Poznań: PWE

Additional

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<http://www.naturalspublishing.com/Contlss.asp?IssID=1680> - dostęp on-line
2. 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.
3. 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.
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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
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<http://piz.san.edu.pl/index.php?id=10>
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7. Łuczka, T., Małecka, J. (2017). The Sectional Structure of Accidents at Work in Micro-, Small and Medium- Sized Enterprises in Poland. SHO 2017 International Symposium on Occupational Safety and Hygiene, pp.: 79-81
8. Łuczka, T., Małecka, J. (2017). Selected Factors Affecting the Choice of Financial Instruments by Small and Medium-Sized Enterprises in Poland. Business and Non-profit Organizations Facing Increased Competition and Growing Customers' Demands Vo.16. pp.: 375-387.
http://konferencja.jemi.edu.pl/files/monografia_vol16.pdf. WOS: 000130000000003
9. Drucker, P.F. (2001). Myśli Przewodnie Druckera. Harvard Business School
10. Porter M.E. (2001). Porter o konkurencji. Warszawa: PWE

Breakdown of average student's workload

	Hours	ECTS
Total workload	55	2,0
Classes requiring direct contact with the teacher	30	1,0
Student's own work (literature studies, preparation for lectures (tutorials), preparation for tests/final test, project/presentation preparation, writing essay, case-study analysis, watching movies) ¹	25	1,0

¹ delete or add other activities as appropriate