



COURSE DESCRIPTION CARD - SYLLABUS

Course name

Economics of Businesses

Course

Field of study

Electronics and Telecommunications

Area of study (specialization)

Level of study

Second-cycle studies

Form of study

full-time

Year/Semester

2/3

Profile of study

general academic

Course offered in

English

Requirements

elective

Number of hours

Lecture

30

Laboratory classes

0

Other (e.g. online)

Tutorials

0

Projects/seminars

-/-

Number of credit points

2

Lecturers

Responsible for the course/lecturer:

dr inż. Yevhen Revtiuk,

yevhen.revtiuk@put.poznan.pl

Responsible for the course/lecturer:

Prerequisites

The students have the basic knowledge about the economics and entrepreneurship. The students are able to predict the basic phenomena of economic and social life. The students can engage in a debate, including presentation and analysis of different opinions and further discussing them.

Course objective

The course introduces students to the basic concepts of economy in which they live and provides them with an understanding of how economics and entrepreneurship relate to the other aspects of their everyday life.

Course-related learning outcomes

Knowledge

1. To gain knowledge about the basic principles of the economics, the market mechanism and the main economic indicators.
2. To gain knowledge about the different aspects of the economics of enterprise (cost and profit, business processes, taxes, investment, entrepreneurship).



3. To master the basic concepts of the theory of management: planning, organizing, motivation, leadership, control.

Skills

1. To apply economic analysis to evaluate everyday problems, to understand and evaluate current economic events and emerging economic ideas.
2. To prepare the business plan for own business idea.
3. To plan, organize, motivate and control the processes in the company; to manage subordinates.

Social competences

2. The student is active and willing to engage in the entrepreneurial activities.
3. The student has the ability to work in team and participate in the preparation of projects.
2. The student is ready to critically assess the available knowledge. The student can support and organize the learning process of others.

Methods for verifying learning outcomes and assessment criteria

Learning outcomes presented above are verified as follows:

Evaluation of knowledge and skills based on the written final task. Task consists of 4 open and 10 multiple choice test questions. Passing threshold: 50% of points. Materials on the basis of which questions are prepared will be sent to students by e-mail using the university e-mail system.

Programme content

Introduction to Economics of Business. Demand and supply. The role of money in the market economy. Time value of money. Economics of firm: cost, revenue and profit. Taxes and sources of start-up financing. The business planning. The foundations of the theory of management. Strategic and operational planning. The process of organizing and different types of organizational structure. Motivation and leadership. The principles of effective controlling.

Teaching methods

Multimedia presentation, illustrated with examples on the board.

Bibliography

Basic

1. Economics for business and management / Allan Griffiths, Stuart Wall (eds.) Harlow : Financial Times Prentice Hall. 2011
2. The Economics of Small Businesses: An International Perspective / Calcagnini, Giorgio ; Favaretto, Ilario. Physica-Verlag HD, Heidelberg. 2011
3. Management in international business / Mariusz Sagan. Szkoła Główna Handlowa (Warszawa). 2015



Additional

1. Sloman J., Economics, FT Prentice Hall, London, 2003
2. The Economics and Management of Small Business. An international perspective/ Graham Bannoc. Taylor & Francis Group. 2005
3. The Business of Economics/ John Kay, Oxford University Press, 2002
4. The Economics of Business/ M.Newell, Macmillian, 1996

Breakdown of average student's workload

	Hours	ECTS
Total workload	50	2,0
Classes requiring direct contact with the teacher	40	2,0
Student's own work (literature studies, preparation for tests) ¹	10	0

¹ delete or add other activities as appropriate