POZNAN UNIVERSITY OF TECHNOLOGY

EUROPEAN CREDIT TRANSFER AND ACCUMULATION SYSTEM (ECTS)

pl. M. Skłodowskiej-Curie 5, 60-965 Poznań

COURSE DESCRIPTION CARD - SYLLABUS

Course name

Entrepreneurship

Course

Field of study	Year/Semester
ENVIRONMENTAL ENGINEERING	1/2
Area of study (specialization)	Profile of study
	general academic
Level of study	Course offered in
First-cycle studies	polish
Form of study	Requirements
part-time	compulsory

Number of hours

Lecture	Laboratory classes	Other (e.g. online)
18		
Tutorials	Projects/seminars	

Number of credit points

2

Lecturers

Responsible for the course/lecturer:

Anna Dębicka, PhD Ing.

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Faculty of Engineering Management

Jacka Rychlewsskiego St. 2, 60-965 Poznań

Responsible for the course/lecturer:

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

 Small business managementThe student understands and is prepared to take social responsibility for decisions in the field of managing a small enterprise

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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

1. The student knows the essence and specificity of the functioning of small enterprises

2. The student has knowledge of various aspects of strategic management of a small business

3. The student has in-depth knowledge of alternative sources of SMEs financing

Skills

1. The student has the ability to use the acquired knowledge in various scopes and forms, extended by a critical analysis of the effectiveness and usefulness of the applied knowledge

2. The student has the ability to independently propose solutions to a specific management problem and to carry out a decision-making procedure in this regard

3. The student is able to correctly interpret and explain social, cultural, political, legal, economic phenomena and the mutual relations between social phenomena

4. The student has the ability to cope with the growth of the enterprise

5. The student has the ability to make optimal choices in the field of financial management (eg selection of financing sources for a given legal form of the enterprise).

Social competences

1. The student is aware of the interdisciplinary nature of knowledge and skills needed to solve complex problems of the organization and the need to create interdisciplinary teams

2. The student is prepared to act as the manager (owner) of a small enterprise

3. The student is able to efficiently communicate on the subject and defend his arguments

4. The student is aware of the social role played by the manager (owner) in the company and its environment

5. The student is able to plan and manage business ventures

Methods for verifying learning outcomes and assessment criteria

Learning outcomes presented above are verified as follows:

LECTURE:

- formative assessment: current activity in classes carried out on the Moodle platform, discussions summarizing individual lectures, giving the student the opportunity to assess the understanding of the problem

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- final grade: written test/remote via Moodle of the subject or summary grade based on partial grades

Programme content

1. Entrepreneurship (Introduction, Definitions of Entrepreneurship, Intrapreneurship)

2. The essence of a small and medium-sized enterprises (SMEs sector definitions, SMEs quality features);

3. The structure of SMEs in Poland and the EU;

4. The development and importance of SMEs in the modern market economy;

5-6. Strategic management in SMEs (Strategy formulation, Factors facilitating and hindering building a strategy in a small company, Strategies selection areas, Characteristics of strategic management in SMEs);

7. Opportunities and barriers to the development of SMEs;

8-9. Building a company (Business plan functions and recipients, Business plan structure, Business models, Lean Canvas);

10-11. Organization and Management Concept; Defining the mission, vision and values of the company; Objectives their way of definition, role and meaning;

12-13. Financial management of SMEs (Fundamentals of the financial management of SMEs, Equity and foreign capital, Review of financing sources);

14. Review of alternative financial sources;

15. Pitch Deck, Investor One Pager.

Teaching methods

LECTURE: conversational lecture, interactive discussion, case studies, auditorium exercises, work with a book.

Bibliography

Basic

1. Podstawy zarządzania organizacjami, Griffin, R.W., Warszawa: PWN, 2017

2. Zarządzanie małym i średnim przedsiębiorstwem, Safin K. (red), Wydawnictwo AE we Wrocławiu, 2012

3. Zarządzanie małą i średnią firmą w teorii i w ćwiczeniach, Matejun M., DIFIN, Warszawa 2012

4. Przedsiębiorczość zdyscyplinowana, Bill Aulet, Helion, 2014.

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Additional

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

2. 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	48	2,0
Classes requiring direct contact with the teacher	18	1,0
Student's own work (literature studies, preparation for tasks/ classes/tutorials, preparation for tests/exam, project preparation) [1]	30	1,0

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[1] delete or add other activities as appropriate