



## COURSE DESCRIPTION CARD - SYLLABUS

Course name

Small business management [S2EPI01>ZwSB]

### Course

Field of study

Industrial and Renewable Energy Systems

Year/Semester

1/2

Area of study (specialization)

Thermal and Renewable Energy

Profile of study

general academic

Level of study

second-cycle

Course offered in

polish

Form of study

full-time

Requirements

elective

### Number of hours

Lecture

15

Laboratory classes

0

Other (e.g. online)

0

Tutorials

0

Projects/seminars

15

### Number of credit points

2,00

### Coordinators

dr Joanna Małecka

joanna.malecka@put.poznan.pl

### Lecturers

### 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:

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**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 get promotion without a colloquium for a positive grade (min. 55% of points)

## Programme content

1. The essence of small and medium enterprises (definition of the SME sector)
2. Development and significance of SMEs in modern market economy
3. SME structure in Poland and the EU
4. Globalization and internationalization and SMEs
5. Strategic management in SMEs (formulation of strategies; strategic and financial analysis tools; factors facilitating and hindering strategy building in a small company)
6. Strategic management in SMEs (areas of strategy selection, characteristics of strategic management in SMEs; basic indicators - allowing to assess the profitability of enterprises)
7. The issue of knowledge management and the possibilities of its implementation in SMEs
8. Company building (I: opportunities for SMEs; II: barriers for SMEs)
9. The concept of Organization and Management; Company Mission, vision and values
10. SMEs definition and legal form of enterprises
11. Definition role and meaning of objectives (aims); Management functions
12. Business Plan as a Planning function; Functions, recipients and structure of the business plan
13. SME financial management (basics of SME finance; efficient financial solutions for SME)
14. SME financial management (alternative sources of financing)
15. Contemporary management concepts and the possibilities of their implementation 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, Tasks solving
- 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/Contlss.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	97	4,00
Classes requiring direct contact with the teacher	61	2,00
Student's own work (literature studies, preparation for laboratory classes/ tutorials, preparation for tests/exam, project preparation)	36	2,00