



## COURSE DESCRIPTION CARD - SYLLABUS

Course name

Business Planning [N2IZarz1>PB]

### Course

Field of study

Engineering Management

Year/Semester

1/1

Area of study (specialization)

Managing Enterprise of the Future

Profile of study

general academic

Level of study

second-cycle

Course offered in

polish

Form of study

part-time

Requirements

elective

### Number of hours

Lecture

10

Laboratory classes

0

Other (e.g. online)

0

Tutorials

10

Projects/seminars

0

### Number of credit points

2,00

### Coordinators

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### Lecturers

### Prerequisites

Management Basics, Financial Accounting

### Course objective

teaching methodology and developing skills for designing and evaluating investment projects

### Course-related learning outcomes

Knowledge:

The student defines and explains the methodologies and procedures of business planning including the annual activities of the enterprise and the design of new businesses [P7S\_WG\_02].

The student evaluates the complexity of business design processes including new business creation and investment planning and knows the standards for technical, organizational, marketing and financial planning [P7S\_WG\_02].

The student demonstrates understanding and application of knowledge of organizational structures, analyzing and modeling them in the context of planning and designing new business ventures [P7S\_WG\_05].

The student analyzes dependencies and interrelationships in various forms of network organizations and

applies this knowledge to design business strategies, especially in digital and global contexts [P7S\_WG\_06].

#### Skills:

The student applies advanced modeling tools and methods to forecast and design business ventures for new and existing organizations [P7S\_UW\_02].

The student independently proposes business solutions and strategies using knowledge of organizational structures [P7S\_UW\_04].

The student analyzes the influence of social, cultural, political, legal and economic factors on business design and formulates hypotheses on the effectiveness of business strategies [P7S\_UW\_07].

The student manages his/her own work and collaborates effectively in project teams, focusing on business design, with an understanding of responsibility and leadership [P7S\_UO\_01].

#### Social competences:

The student combines knowledge from different disciplines when working in project teams to develop effective business plans [P7S\_KK\_01].

The student identifies cause-and-effect relationships in achieving business objectives and assesses their relevance in a dynamic business environment [P7S\_KK\_02].

### Methods for verifying learning outcomes and assessment criteria

Learning outcomes presented above are verified as follows:

The knowledge of the lectures is verified during the written test. Written test in two versions: 1/ 5 open questions, 2/ 10 multiple-choice test questions. Maximum number of points = 100. Positive score from 65 points.

Knowledge from the exercises is verified by defending the project

### Programme content

The essence and functions of business planning. Methodology of annual business planning of the company. Procedures for designing new business ventures: creating a new company, planning investment ventures in existing companies. Standards of technical, organizational, marketing and financial planning of business ventures.

### Teaching methods

1. lecture: Monographic lecture, case studies
- 2 Exercises: multimedia presentation illustrated with examples given on the board and project execution

### Bibliography

#### Basic:

1. Pawłowski E., Pawłowski K., Trzcielińska J., Trzcieliński S. Projektowanie biznesu i ocena przedsięwzięć inwestycyjnych. Wyd. Politechniki Poznańskiej, Poznań, 2010.
2. Gawęł A. Proces przedsiębiorczy. Tworzenie nowych przedsiębiorstw. Difin. Warszawa, 2013
3. Skrzypek J.T.: Biznesplan. Model najlepszych praktyk, Poltext, Warszawa 2009
4. Bućko J. Planowanie biznesowe i zarządzanie ryzykiem projektów. Politechnika Świętokrzyska, 2021
5. Rogowski W. Rachunek efektywności przedsięwzięć inwestycyjnych. Wyd. Oficyna Ekonomiczna, Warszawa, 2004.
6. Bednarski L, Analiza finansowa w przedsiębiorstwie, PWE, Warszawa, 2006.
7. Sierpińska M., Jachna T. Ocena przedsiębiorstwa według standardów światowych. PWN, Warszawa, 2007

#### Additional:

1. Hurdle. The Book on Business Planning, Berry Tim, PaloAlto Software, Inc , USA, 2006.
2. Filar E., Skrzypek J., Biznesplan , Wydawnictwo Poltex, W-wa 2005
3. Gawęł A. Proces przedsiębiorczy. Tworzenie nowych przedsiębiorstw. Difin. Warszawa, 2013
4. Glinka B., Gudkova S. Przedsiębiorczość. Oficyna, Wolter Kluwer business. Warszawa, 2011
5. Targalski J. , Francik A. Przedsiębiorczość i zarządzanie firmą. Teoria i praktyka. Wydawnictwo C.H. Beck, Warszawa, 2009

## Breakdown of average student's workload

|                                                                                                                                         | Hours | ECTS |
|-----------------------------------------------------------------------------------------------------------------------------------------|-------|------|
| Total workload                                                                                                                          | 50    | 2,00 |
| Classes requiring direct contact with the teacher                                                                                       | 20    | 1,00 |
| Student's own work (literature studies, preparation for laboratory classes/ tutorials, preparation for tests/exam, project preparation) | 30    | 1,00 |