



## COURSE DESCRIPTION CARD - SYLLABUS

Course name

Management in small business [S2Elenerg1>ZwSB]

### Course

Field of study

Electrical Power Engineering

Year/Semester

2/3

Area of study (specialization)

Renewable Sources and Storage of 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

30

Laboratory classes

0

Other (e.g. online)

0

Tutorials

0

Projects/seminars

0

### Number of credit points

2,00

### Coordinators

dr Karolina Olejniczak

karolina.olejniczak@put.poznan.pl

### Lecturers

### 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 student has knowledge of barriers of micro, small and medium enterprise
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 enterprise
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:

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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

The programme content enables you to correctly define the SME sector, recognise its structures in accordance with EU criteria, and learn about the determinants of their development. They enable you to understand the role, importance and structure of a business plan, as well as to learn about the lean-canvas method in arranging an effective small business. Emphasise the role and importance of employees' knowledge and intellectual capital for small business development.

### Course topics

1. SMEs - development and importance for the Polish and EU economy
2. The essence, role and barriers of SME development
3. The role and importance of entrepreneurial attitudes of SME owners
4. The importance of strategy for the development of SME, formulation of missions, visions and values of enterprises and their marketing aspects
5. Enterprise and entrepreneurial characteristics as determinants of SME development
6. Money market as a source of SME financing
7. Capital market as a source of SME financing 8.
8. Legal identity of the entrepreneur and access to classic and alternative SME financing instruments
9. Business born-global and company size 10.
10. Personnel management in SMEs
11. Calimero marketing

### 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. Dębicka A., Łuczka T., Zarządzanie sytuacją kryzysową w małych i średnich przedsiębiorstwach. Diagnoza i procedury, Wydawnictwo Politechniki Poznańskiej, 2019
2. Olejniczak K., Łuczka T., Czynniki konkurencyjności subregionu, Wydawnictwo Politechniki Poznańskiej, 2019
3. Łuczka T (red.) (2007). Małe i średnie przedsiębiorstwa. Szkice o współczesnej przedsiębiorczości, WPP, wyd.II i wyd. I, Poznań,
4. T.Łuczka (2013). Mikro- i makroekonomiczne determinanty struktury kapitału w małych i średnich przedsiębiorstwach. Wyd.PP, Poznań.
5. Luczka T. (1997). Kapitał jako przedmiot gospodarki finansowej małego i średniego przedsiębiorstwa prywatnego. Wprowadzenie do finansów przedsiębiorstwa, WPP, Poznań
6. Łuczka T (2001). Kapitał obcy w małym i średnim przedsiębiorstwie. Wybrane aspekty mikro- i makroekonomiczne, PWN
7. Matejun M., (2012). Zarządzanie małą i średnią firmą w teorii i w ćwiczeniach, DIFIN, Warszawa

Additional:

1. T. Łuczka (2022), Ryzyko jako determinanta internacjonalizacji mikro, małych i średnich przedsiębiorstw
2. Dębicka, A., Olejniczak, K., & Skąpska, J. (2022). Enterprises' perception and practice of humane entrepreneurship. *Journal of Small Business and Enterprise Development*, 29(1), 127-146.
3. A Dębicka, K. Olejniczak (2021), Research Directions of SMEs and Entrepreneurship in Conditions of So-cio-Economic Change. Selected Issues, Proceedings of the 37th International Business Information Man-agement Association Conference (IBIMA), April, Cordoba, Spain. / red. Khalid S. Soliman
4. K. Olejniczak, A. Dębicka (2020), Selected Features of Small And Medium-Sized Enterprises Related To International Entrepreneurship: An Empirical Analysis, *Prace Naukowe Uniwersytetu Ekonomicznego we Wrocławiu*,64,6,153-167, <https://doi.org/10.15611/pn.2020.6.12>
5. Olejniczak K., Dębicka A., Entrepreneurship and competitiveness of subregions. The case of the Wielkopolska Region in Poland, *Biblioteka Regionalisty*, nr 19, Wrocław, 2019
6. K. Olejniczak, A. Dębicka (2020), Supporting Entrepreneurial Attitudes at Technical Universities Through Simulation Games. Evidence from Poland, *Horyzonty Polityki*,49-63, <https://doi.org/10.35765/HP.1976>
7. A. Dębicka, K. Olejniczak (2020), Znaczenie otoczenia biznesu w zarządzaniu sytuacją kryzysową w małych i średnich przedsiębiorstwach, *WYBRANE PROBLEMY NAUK O ZARZĄDZANIU I JAKOŚCI* (red. A. Borowiec), Instytut Naukowo-Wydawniczy „SPATIUM”, Radom, e-ISBN: 978-83-66550-11-7

## Breakdown of average student's workload

	Hours	ECTS
Total workload	55	2,00
Classes requiring direct contact with the teacher	30	1,00
Student's own work (literature studies, preparation for laboratory classes/ tutorials, preparation for tests/exam, project preparation)	25	1,00