



COURSE DESCRIPTION CARD - SYLLABUS

Course name

Organization and Management of Small Enterprises [N2AiR1>POH1-OiZ]

Course

Field of study

Automatic Control and Robotics

Year/Semester

1/2

Area of study (specialization)

Vision Systems

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

0

Tutorials

10

Projects/seminars

0

Number of credit points

3,00

Coordinators

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Lecturers

Prerequisites

Knowledge: A student should know basic terms in the field of entrepreneurship. He/she also has a general knowledge of how companies function in a market economy. Skills: The student has the ability to perceive, associate and interpret phenomena occurring in enterprises and the economy and understands and is prepared to bear social responsibility for decisions in the area of small business management. Social competences: A student should present such attitudes as honesty, responsibility, perseverance.

Course objective

1) to acquaint students with the business model and to convey basic ideas from it. 2) to acquaint students with the specificity of creating small and medium-sized enterprises 3) to draw students' attention to the problem of small company management, especially in the conditions of dynamic growth of innovative companies 4) to introduce students to the basic sources of companies' financing and tax issues referring particularly to small companies

Course-related learning outcomes

Knowledge

1. He/she has basic knowledge of management, including quality management and business operations;

[K2_W14]

2. He/she has knowledge of business operations, engineering project management and quality management - [K2_W15]

3. He/she knows the general principles of creating and developing forms of individual entrepreneurship, using knowledge of automation and robotics; [K2_W17]

4. He/she has basic knowledge necessary to understand non-technical conditions of engineering activities and the process of automation and robotization in industry and household; knows basic principles of occupational safety and health in industry;

Skills

1. He/she is able to formulate and solve tasks involving the design of automation and robotics systems, noticing their non-technical aspects, including environmental, economic and legal ones; [K2_U14]

2. He/she is able to make a preliminary economic analysis of undertaken engineering actions; student knows economic methods of evaluating economic projects; [K2_18]

3. He/she is able to manage a team; is able to manage a team and estimate the time needed to complete an assigned task; is able to prepare a work schedule and complete tasks ensuring that deadlines are met; [K2_U24]

Social competences

1. He/she is aware of the importance of and understands non-technical aspects and effects of engineering activities, including their impact on the environment; [K2_K6]

2. He/she is able to cooperate and work in a group, taking various roles within it;

3. He/she is able to think and act in a creative and entrepreneurial way; [K2_K5]

Methods for verifying learning outcomes and assessment criteria

Learning outcomes presented above are verified as follows:

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Formative assessment:

- Based on responses to questions on material discussed in previous lectures,

Summative evaluation:

- evaluation of knowledge and skills demonstrated on a credit colloquium in the form of a test. The test consists of 19 questions, the total number of points to get 19, credit from 10 points

- Discussion of the test results

Programme content

The program covers the topics of SME organization and management of SMEs in the regional and global environment, including financial management and obtaining sources of business financing.

Course topics

The program covers the following topics:

The essence of small and medium enterprise (SME sector definitions)

Development and significance of SME in the contemporary market economy

Structure of SME in Poland and EU

Globalization, internationalization and SME

Strategic management in SME (strategy formulation) 6.

Strategic management in SME (factors facilitating and hindering strategy building in small companies) 7.

Strategic management in SME (areas of strategy selection, characteristics of strategic management in SME)

Building the company (opportunities of SME development)

Building up the company (barriers to SME development)

Functions and recipients of the business plan 11) Structure of the business plan

Business plan structure

Financial management (basics of financial management in SME)

Financial management of SMEs (investment attractiveness versus the business cycle)

Financial management of SMEs (review of sources of financing: equity, bank loan, trade credit)

Financial Economy of SME (review of sources of financing: leasing, factoring)

Teaching methods

1. Lecture: multimedia presentation, case study analysis, discussion

2. Exercises: practical workshop exercises with the use of visual moderation elements, based on a case study

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. Małe i średnie przedsiębiorstwa. Szkice o współczesnej przedsiębiorczości, Łuczka T. (red.), WPP, wyd.II i wyd. I, Poznań, 2007
4. T.Łuczka (2013). Mikro- i makroekonomiczne determinanty struktury kapitału w małych i średnich przedsiębiorstwach. Wyd.PP, Poznań.
5. Kapitał jako przedmiot gospodarki finansowej małego i średniego przedsiębiorstwa prywatnego. Wprowadzenie do finansów przedsiębiorstwa, Łuczka T., WPP, Poznań, 1997
6. Kapitał obcy w małym i średnim przedsiębiorstwie. Wybrane aspekty mikro- i makroekonomiczne, Łuczka T., PWN, 2001
7. Matejun M., Zarządzanie małą i średnią firmą w teorii i w ćwiczeniach, DIFIN, Warszawa 2012

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	75	3,00
Classes requiring direct contact with the teacher	20	1,50
Student's own work (literature studies, preparation for laboratory classes/ tutorials, preparation for tests/exam, project preparation)	55	1,50