



COURSE DESCRIPTION CARD - SYLLABUS

Course name

Small Business Management [S1Eltech1>POE-ZSB]

Course

Field of study

Electrical Engineering

Year/Semester

2/3

Area of study (specialization)

–

Profile of study

practical

Level of study

first-cycle

Course offered in

Polish

Form of study

full-time

Requirements

elective

Number of hours

Lecture

30

Laboratory classes

0

Other

0

Tutorials

0

Projects/seminars

0

Number of credit points

2,00

Coordinators

dr inż. Anna Dębicka

anna.debicka@put.poznan.pl

Lecturers

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 management. 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 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:

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

Programme content

- 1-2. The essence of a small and medium-sized enterprises;
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;
7. Opportunities and barriers to the development of SMEs;
- 8-9. Building a company;
10. Organization and Management Concept; Defining the mission, vision and values of the company; Objectives their way of definition, role and meaning;
- 11-12. Financial management of SMEs (Fundamentals of the financial management of SMEs, Equity and foreign capital, Review of financing sources);
13. Review of alternative financial sources;
14. Pitch Deck, Investor One Pager;
15. AI a MSP

Course topics

Lectures:

- definition and essence of a small enterprise. Equal importance to SMEs in the EU;
- development and importance of a small enterprise in the modern market economy;
- strategic management in a small enterprise;
- strategic management in a small enterprise (strategy selection areas, characteristics of strategic management in SMEs);
- building an enterprise (I: obstacles and II: barriers to SME development);
- the concept of organization and management; Defined goals, visions, and company values;
- business plan as a form of planning - its functions, structure, and recipients of the business plan;
- the business model and its importance in the context of creating new effects;
- financial management of SMEs (review of market sources of financing: own and foreign capital,

assistance in the form of financing small enterprises);

- the Small Business Financing Economy (Overview of Alternative Financing).

Teaching methods

LECTURE: conversational lecture, interactive discussion, case studies, auditorium exercises.

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.

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	58	2,00
Classes requiring direct contact with the teacher	33	1,00
Student's own work (literature studies, preparation for laboratory classes/ tutorials, preparation for tests/exam, project preparation)	25	1,00