



COURSE DESCRIPTION CARD - SYLLABUS

Course name

Small business management [N2EPiO1>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

part-time

Requirements

elective

Number of hours

Lecture

9

Laboratory classes

0

Other

0

Tutorials

0

Projects/seminars

9

Number of credit points

2,00

Coordinators

dr Joanna Malecka

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:

Learning outcomes presented above are verified as follows:

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

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. Legal identity of the entrepreneur and access to classic and alternative SME financing instruments
9. Business born-global and company size
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, 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
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	60	2,00
Classes requiring direct contact with the teacher	20	0,70
Student's own work (literature studies, preparation for laboratory classes/ tutorials, preparation for tests/exam, project preparation)	40	1,30