



COURSE DESCRIPTION CARD - SYLLABUS

Course name

SME Management [S2IZarz1-ZZiPP>ZMSP]

Course

Field of study

Engineering Management

Year/Semester

1/2

Area of study (specialization)

Enterprise Resource and Process Management

Profile of study

general academic

Level of study

second-cycle

Course offered in

Polish

Form of study

full-time

Requirements

compulsory

Number of hours

Lecture

15

Laboratory classes

0

Other

0

Tutorials

15

Projects/seminars

0

Number of credit points

2,00

Coordinators

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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. 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:

The student defines legal norms and their impact on the functioning of small and medium-sized enterprises (SMEs) [P7S_WG_01].

The student describes methods of modeling information and decision-making processes in the context of strategic management of SMEs [P7S_WG_02].

The student characterizes the determinants of the organizational structures of SMEs and identifies the structuring mechanisms affecting the development and efficiency of these enterprises. [P7S_WG_05]
The student lists and analyzes the connections of SMEs with the global market and the relationships between organizational units in the international context [P7S_WG_06].

Skills:

The student analyzes and evaluates challenges and barriers to SME development, applying critical analysis to formulate development strategies [P7S_UW_03].

The student designs business plans for SMEs, using knowledge of the structure and functions of a business plan [P7S_UW_04].

The student analyzes and interprets financial phenomena for SMEs, including evaluating the favorability of investments and financing opportunities [P7S_UW_06].

The student applies knowledge of clusters to the planning and management of business ventures in SMEs [P7S_UW_08].

Social competences:

The student develops the interdisciplinary skills necessary to solve SME problems and challenges, preparing to work effectively in project teams [P7S_KK_01].

The student identifies and prioritizes key tasks in MSP management, analyzing cause-and-effect relationships in achieving business objectives [P7S_KK_02].

The student effectively makes substantive contributions to the design and implementation of business projects in SMEs, taking into account the specifics of the sector [P7S_KO_01].

Methods for verifying learning outcomes and assessment criteria

Learning outcomes presented above are verified as follows:

LECTURE:

- formative assessment: discussions summarizing individual lectures, giving the student the opportunity to assess the understanding of the problem
- final grade: written test of the subject or summary grade based on partial grades

EXERCISES:

- formative assessment: activity during classes, evaluation of activity in exercise classes, evaluation of decisions made in the business simulation
- final grade: written / online assessment or summative assessment based on partial grades / project assessment

Programme content

1. The essence of small and medium-sized enterprises (Definitions of the SME sector, Development and significance of SMEs in capitalist economies, SME structure in Poland)
2. SMEs in global economy.
3. Strategic management in SMEs (Strategy formulation, Factors facilitating and hindering strategy building in a small company, Strategy selection areas, Characteristics of strategic management in SMEs)
4. Company building (Business development barriers, Functions and recipients of a business plan, Business plan structure)
5. SME financial management (Fundamentals of SME financial management, Investment profitability and the business cycle, Review of financing sources)
6. Clusters

Course topics

Lecture

- Definition and essence of a small enterprise. Importance of the definition of SME in the EU.
- Development and importance of small businesses in the modern market economy;
- Strategic management in a small business (characteristics of strategic management in an SME; factors facilitating and hindering strategy building in a small business);
- Building a business (I: opportunities and II: barriers to SME development);
- Business plan as a form of planning in SME - its functions, structure and recipients of business plan;
- Business model and its importance in the context of new venture creation;

- Financial management of SMEs (review of market sources of financing: equity and foreign capital; effective forms of financing small businesses);
- Financial economy of small businesses (overview of alternative sources of financing).

Tutorial:

Practical aspects of running a small business on the basis of evaluation of business decisions made using business simulations.

Teaching methods

LECTURE: conversational lecture, interactive discussion

TUTORIALS: interactive discussion, case studies, business simulation, project method

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. Łuczka 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	50	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)	20	1,00