



COURSE DESCRIPTION CARD - SYLLABUS

Course name

Basics of economics and small business management [S1Lot2>PEiZSB]

Course

Field of study

Aviation

Year/Semester

4/7

Area of study (specialization)

Unmanned Aerial Vehicles

Profile of study

general academic

Level of study

first-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

prof. dr hab. Agnieszka Merkisz-Guranowska
agnieszka.merkisz-guranowska@put.poznan.pl

Lecturers

Prerequisites

Knowledge: student has basic knowledge of entrepreneurship. Skills: Student is able to analyze the interdependencies between the effects and causes of socio-economic phenomena and has the ability to perceive, associate and interpret phenomena occurring in enterprises and the economy. Social competences: student is active and willing to undertake entrepreneurial activities. Has the ability to cooperate in a group and participate in the preparation of projects.

Course objective

Understanding the basic concepts of economic theory. Understanding the principles of operation of enterprises on the market and making independent decisions from the point of view of the consumer and producer.

Course-related learning outcomes

Knowledge:

The student has basic knowledge of environmental protection in transport, is aware of the risks associated with environmental protection and understands the specificity of the impact of mainly air transport on the environment as well as social, economic, legal and other non-technical conditions of engineering activity

The student knows the basic concepts of economics, relating in particular to air transport, has basic knowledge of managing and running a business and knows the general principles of creating and developing forms of individual entrepreneurship, especially in the aspect of airlines
The student has a basic knowledge of the mechanisms and laws governing the behavior and psyche of a person

Skills:

The student is able to estimate various types of costs, is able to verify and assess market phenomena, is able to assess the factors of economic growth and the importance of money for its development, can decide about economic choices in the field of consumption and production

The student is able to organize, cooperate and work in a group, assuming various roles in it, and is able to properly define priorities for the implementation of tasks defined by himself or others

Social competences:

The student is able to think and act in an entrepreneurial manner, incl. finding commercial applications for the created system, bearing in mind not only the business benefits, but also the social benefits of the conducted activity

The student correctly identifies and resolves the dilemmas related to the profession of an aerospace engineer

Methods for verifying learning outcomes and assessment criteria

Learning outcomes presented above are verified as follows:

Lecture:

Formative assessment: based on answers to questions about the material learned in previous lectures or assessment for activity during lectures.

Summative assessment of the lecture: written assessment in the form of a test with possible open questions.

Exercises:

Formative assessment: ongoing activity in classes and participation in discussions; preparation of presentation i

a business plan for the selected enterprise and its presentation during classes; given analysis case-study.

Summative assessment: arithmetic average of formative assessments.

Programme content

The enterprise and its functions in the economy

Assessment of the efficiency of the market economy

Challenges of the modern economy.

Impact on the market and the enterprise.

Organizational forms of enterprises

Strategic management and strategic analysis

Financial management of SMEs

Course topics

Lectures:

1. Demand, supply.
2. The enterprise and its functions in the economy
3. Assessment of the efficiency of the market economy
4. Economic growth and development in theory and practice
5. Challenges of modern economy.
6. The state budget and the role of the state in the economy
7. Globalization

Exercises:

1. Organizational forms of enterprises
2. Strategic management (strategy formulation; areas of strategy selection, facilitating factors and making strategy building difficult)
3. Strategic and financial analysis tools: basic indicators of ratio analysis

allowing to assess the profitability of enterprises

4. Building a company - opportunities and barriers to the development of small and medium-sized enterprises

5. Business plan as a form of planning (structure, functions, recipients)

6. Financial management of SMEs (review of financing sources: equity and external capital; effective forms of financing small and medium-sized enterprises)

Teaching methods

Informative lecture (conventional) in a systematic way

Conversational lecture in the form of a dialogue between the lecturer and the student; students participate in solving the problem.

Exercises: case study analysis, individual work or group work

Bibliography

Basic:

Begg D., Fischer S., Dornbusch R., Mikroekonomia, Polskie Wydawnictwo Ekonomiczne, Warszawa 2014.

Begg D., Vernasca G., Fischer S., Dornbusch R., Makroekonomia, Polskie Wydawnictwo Ekonomiczne, Warszawa 2014.

Raworth K., Ekonomia obwarzanka. Siedem sposobów myślenia o ekonomii XXI wieku, Wydawnictwo Krytyki Politycznej 2021.

Protas T. (red.), Wybrane Problemy Ekonomii, Wydawnictwo Politechniki Poznańskiej, Poznań 2005.

Additional:

Samuelson P., Nordhaus W., Ekonomia, Rebis, Warszawa 2019.

Mankiw G.N., Taylor M.P., Makroekonomia, PWE, Warszawa 2009.

Porter, M.E. (1994). Strategia konkurencji. Metody analizy sektorów i konkurentów. Warszawa: PWE

Breakdown of average student's workload

	Hours	ECTS
Total workload	50	2,00
Classes requiring direct contact with the teacher	30	1,50
Student's own work (literature studies, preparation for laboratory classes/ tutorials, preparation for tests/exam, project preparation)	20	0,50