



COURSE DESCRIPTION CARD - SYLLABUS

Course name

Management and entrepreneurship [N1TCh2>ZiP]

Course

Field of study

Chemical Technology

Year/Semester

1/2

Area of study (specialization)

–

Profile of study

general academic

Level of study

first-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

dr Małgorzata Rembiasz

malgorzata.rembiasz@put.poznan.pl

Lecturers

Prerequisites

The student should have a general knowledge of how businesses operate in a market economy and use the basic terms acquired in the course of study. They should also have the ability to obtain information from indicated sources and evaluate media information. In addition, they should have the willingness and ability to cooperate in a group.

Course objective

To introduce the students to the basic undertakings of management theory and entrepreneurship. To explain the most important economic and social phenomena related to the process of managing an enterprise and running one's own business. To present the most important contemporary concepts and methods of management. To draw attention to the need for the ability to identify and analyze the phenomena occurring in enterprises and the economy in the context of barriers and success factors. To impart knowledge on methods of financing the growth of enterprises, especially in the small and medium-sized business sector.

Course-related learning outcomes

none

Methods for verifying learning outcomes and assessment criteria

Learning outcomes presented above are verified as follows:

LECTURE: credit in the form of a written test covering the subject matter of the lectures (50% of the points are necessary to obtain a positive grade). Discussions summarizing individual lectures, giving the opportunity to assess the student's understanding of the issues and obtaining additional points.

Tutorials: credit on the basis of points obtained for completed tasks, conducted case studies or business simulation reports (50% of the points are necessary to obtain a positive grade).

Programme content

- 1 Management - theories and concepts
2. The management of financial resources and capital in an enterprise
- 3 The role of SMEs in the economy
- 4 The entrepreneurship in practice

Course topics

1. Podstawowe pojęcia z zakresu zarządzania, przedsiębiorczości i ekonomii
2. Przedsiębiorca i przedsiębiorstwo - rola i funkcje w gospodarce rynkowej
3. Formy organizacyjno-prawne prowadzenia działalności gospodarczej
4. Biznes plan - jako projekcja celów firmy i sposobów ich osiągnięcia
5. Istota i funkcje zarządzania
6. Zarządzanie kapitałem ludzkim. Skuteczne narzędzia motywowania jako czynnik sukcesu
7. Zarządzanie wiedzą w przedsiębiorstwie
8. Kreatywność w procesie zarządzania
9. Znaczenie i rola marketingu w funkcjonowaniu firmy
10. Podstawowa analiza sprawozdań finansowych
11. Instrumenty finansowania przedsiębiorstw
12. Współczesne koncepcje zarządzania
13. Bariery rozwoju przedsiębiorstw
14. Internacjonalizacja i globalizacja przedsiębiorstw

Teaching methods

1. Lecture: traditional lecture with the use of multimedia presentations, problem-oriented lecture - discussion with students on solving a given problem, conversational lecture - engaging students in discussion, controlling the course of the lecture depending on the answers given.
2. Tutorials: group work on tasks related to the problems discussed in lecture, case analysis. possibility to use business simulations.

Bibliography

Basic:

Kazimierz K., Cyfert S., Podstawy zarządzania organizacjami, Wydawnictwo UEP, Poznań 2020.

Janasz K., Kaczmarska B., Wasilczuk J. E., Przedsiębiorczość i finansowanie innowacji, Polskie Wydawnictwo Ekonomiczne, Warszawa 2020.

Łuczka T., Przepióra P., Zarządzanie małym i średnim przedsiębiorstwem. Wydawnictwo Politechniki Poznańskiej, Poznań 2011.

Breakdown of average student's workload

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