



## COURSE DESCRIPTION CARD - SYLLABUS

Course name

Organization and Management of Small Enterprises [S2AiR2>POH1-OiZ]

### Course

Field of study

Automatic Control and Robotics

Year/Semester

1/2

Area of study (specialization)

Vision Systems

Profile of study

general academic

Level of study

second-cycle

Course offered in

Polish

Form of study

full-time

Requirements

elective

### Number of hours

Lecture

15

Laboratory classes

0

Other

0

Tutorials

15

Projects/seminars

0

### Number of credit points

3,00

### Coordinators

prof. dr hab. Teresa Łuczka  
teresa.luczka@put.poznan.pl

### Lecturers

### Prerequisites

Knowledge: A student should know basic terms in the field of entrepreneurship. He/she also has a general knowledge of how companies function in a market economy. Skills: The student has the ability to perceive, associate and interpret phenomena occurring in enterprises and the economy and understands and is prepared to bear social responsibility for decisions in the area of small business management. Social competences: A student should present such attitudes as honesty, responsibility, perseverance.

### Course objective

1) to acquaint students with the business model and to convey basic ideas from it. 2) to acquaint students with the specificity of creating small and medium-sized enterprises 3) to draw students' attention to the problem of small company management, especially in the conditions of dynamic growth of innovative companies 4) to introduce students to the basic sources of companies' financing and tax issues referring particularly to small companies

### Course-related learning outcomes

Knowledge

1. He/she has basic knowledge of management, including quality management and business operations;

[K2\_W14]

2. He/she has knowledge of business operations, engineering project management and quality management - [K2\_W15]

3. He/she knows the general principles of creating and developing forms of individual entrepreneurship, using knowledge of automation and robotics; [K2\_W17]

4. He/she has basic knowledge necessary to understand non-technical conditions of engineering activities and the process of automation and robotization in industry and household; knows basic principles of occupational safety and health in industry;

Skills

1. He/she is able to formulate and solve tasks involving the design of automation and robotics systems, noticing their non-technical aspects, including environmental, economic and legal ones; [K2\_U14]

2. He/she is able to make a preliminary economic analysis of undertaken engineering actions; student knows economic methods of evaluating economic projects; [K2\_18]

3. He/she is able to manage a team; is able to manage a team and estimate the time needed to complete an assigned task; is able to prepare a work schedule and complete tasks ensuring that deadlines are met; [K2\_U24]

Social competences

1. He/she is aware of the importance of and understands non-technical aspects and effects of engineering activities, including their impact on the environment; [K2\_K6]

2. He/she is able to cooperate and work in a group, taking various roles within it;

3. He/she is able to think and act in a creative and entrepreneurial way; [K2\_K5]

### Methods for verifying learning outcomes and assessment criteria

Learning outcomes presented above are verified as follows:

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Formative assessment:

- Based on responses to questions on material discussed in previous lectures,

Summative evaluation:

- evaluation of knowledge and skills demonstrated on a credit colloquium in the form of a test. The test consists of 19 questions, the total number of points to get 19, credit from 10 points

- Discussion of the test results

### Programme content

The program covers the topics of SME formation and SME management in the regional and global environment, including financial management and the acquisition of business financing sources.

### Course topics

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.

SMEs in regional and global economy.

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.

Company building. Business development barriers. Functions and recipients of a business plan.

Business plan structure.

SME financial management. Fundamentals of SME financial management,. Investment profitability and the business cycle, Review of financing sources.

Clusters. Cluster definitions, Operation and financing of clusters.

### Teaching methods

1. Lecture: multimedia presentation, case study analysis, discussion

2. Exercises: practical workshop exercises with the use of visual moderation elements, based on a case study

### Bibliography

Basic

1. Łuczka T. (2013), Makro- i mikroekonomiczne determinanty struktur kapitału w małych i średnich

przedsiębiorstwach, Poznań, Wyd. Politechniki Poznańskiej

2. M. Matejun (2012), Zarządzanie małą i średnią firmą w teorii i w ćwiczeniach, Difin, Warszawa.

3. Łuczka T. (2007), Małe i średnie przedsiębiorstwa. Szkice o współczesnej przedsiębiorczości, Łuczka T. (red.), WPP, wyd. II i wyd. I Wyd. Politechniki Poznańskiej.

4. T. Łuczka, Kapitał obcy w małym i średnim przedsiębiorstwie ? wybrane aspekty makro i mikroekonomiczne, PWN, Poznań 2001.

Additional

1. Małecka, J. (201 Bc) . 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: 978-1-91 1218-95-1. E-BOOKISSN: 2048-8971 . Book version ISBN: 978- 1-911218-94-4 Book Version ISSN: 2048-8963. p.485-493.

2. Małecka, J. (2018d). 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. Łuczka, T. , Małecka , J. (2017). Internacjonalizacja i globalizacja mikro i małych przedsiębiorstw w Polsce. Wybrane aspekty regionalne. Przedsiębiorczość i Zarządzanie - Tom XVIII, zeszyt 12 część II

4. Łuczka, T., Małecka, J. (2017). Prospects for increasing International trade volumes of selected micro and small enterprises in Poland. Decision making for Small and Medium-Sized Enterprises Conference proceedings DENSME 2017, pp.: 116- 125. <http://demsme.cms.opf.slu.cz/images/demsme2017proceedings.pdf>

5. Łuczka, T., Małecka, J. (2017). The Sectional Structure of Accidents at Work in Micro-, Small and Medium- Sized Enterprises in Poland. SHO 2017 International Symposium on Occupational Safety and Hygiene, pp.: 79-81

6. Łuczka, T., Małecka, J. (2017). Selected Factors Affecting the Choice of Financial Instruments by Small and Medium-Sized Enterprises in Poland. Business and Non-profit Organizations Facing Increased Competition and Growing Customers' Demands Vo . 16. pp.: 375-387. <http://konferencja.jemi.edu.pl/files/monografiavol16.pdf>. WOS: 000130000000003

### Breakdown of average student's workload

	Hours	ECTS
Total workload	75	3,00
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)	45	1,50