



COURSE DESCRIPTION CARD - SYLLABUS

Course name

Business Planning [N2IZarz1>PB]

Course

Field of study

Engineering Management

Year/Semester

1/1

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

part-time

Requirements

elective

Number of hours

Lecture

10

Laboratory classes

0

Other

0

Tutorials

10

Projects/seminars

0

Number of credit points

2,00

Coordinators

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Lecturers

Prerequisites

Management Basics, Financial Accounting

Course objective

teaching methodology and developing skills for designing and evaluating investment projects

Course-related learning outcomes

Knowledge:

The student defines and explains the methodologies and procedures of business planning including the annual activities of the enterprise and the design of new businesses [P7S_WG_02].

The student evaluates the complexity of business design processes including new business creation and investment planning and knows the standards for technical, organizational, marketing and financial planning [P7S_WG_02].

The student demonstrates understanding and application of knowledge of organizational structures, analyzing and modeling them in the context of planning and designing new business ventures [P7S_WG_05].

The student analyzes dependencies and interrelationships in various forms of network organizations and

applies this knowledge to design business strategies, especially in digital and global contexts [P7S_WG_06].

Skills:

The student applies advanced modeling tools and methods to forecast and design business ventures for new and existing organizations [P7S_UW_02].

The student independently proposes business solutions and strategies using knowledge of organizational structures [P7S_UW_04].

The student analyzes the influence of social, cultural, political, legal and economic factors on business design and formulates hypotheses on the effectiveness of business strategies [P7S_UW_07].

The student manages his/her own work and collaborates effectively in project teams, focusing on business design, with an understanding of responsibility and leadership [P7S_UO_01].

Social competences:

The student combines knowledge from different disciplines when working in project teams to develop effective business plans [P7S_KK_01].

The student identifies cause-and-effect relationships in achieving business objectives and assesses their relevance in a dynamic business environment [P7S_KK_02].

Methods for verifying learning outcomes and assessment criteria

Learning outcomes presented above are verified as follows:

The knowledge of the lectures is verified during the written test. Written test in two versions: 1/ 5 open questions, 2/ 10 multiple-choice test questions. Maximum number of points = 100. Positive score from 65 points.

Knowledge from the exercises is verified by defending the project

Programme content

The essence and functions of business planning. Methodology of annual business planning of the company. Procedures for designing new business ventures: creating a new company, planning investment ventures in existing companies. Standards of technical, organizational, marketing and financial planning of business ventures.

Course topics

The essence and functions of business planning. Methodology of annual business planning of the company. Procedures for designing new business ventures: creating a new company, planning investment ventures in existing companies. Standards of technical, organizational, marketing and financial planning of business ventures.

Teaching methods

1. lecture: Monographic lecture, case studies
- 2 Exercises: multimedia presentation illustrated with examples given on the board and project execution

Bibliography

Basic:

1. Pawłowski E., Pawłowski K., Trzcielińska J., Trzcieliński S. Projektowanie biznesu i ocena przedsięwzięć inwestycyjnych. Wyd. Politechniki Poznańskiej, Poznań, 2010.
2. Gawel A. Proces przedsiębiorczy. Tworzenie nowych przedsiębiorstw. Difin. Warszawa, 2013
3. Skrzypek J.T.: Biznesplan. Model najlepszych praktyk, Poltext, Warszawa 2009
4. Bućko J. Planowanie biznesowe i zarządzanie ryzykiem projektów. Politechnika Świętokrzyska, 2021
5. Rogowski W. Rachunek efektywności przedsięwzięć inwestycyjnych. Wyd. Oficyna Ekonomiczna, Warszawa, 2004.
6. Bednarski L, Analiza finansowa w przedsiębiorstwie, PWE, Warszawa, 2006.
7. Sierpińska M., Jachna T. Ocena przedsiębiorstwa według standardów światowych. PWN, Warszawa, 2007

Additional:

1. Hurdle. The Book on Business Planning, Berry Tim, PaloAlto Software, Inc , USA, 2006.
2. Filar E., Skrzypek J., Biznesplan , Wydawnictwo Poltex, W-wa 2005
3. Gawel A. Proces przedsięwzięcia. Tworzenie nowych przedsięwzięcia. Difin. Warszawa, 2013
4. Glinka B., Gudkova S. Przedsiębiorczość. Oficyna, Wolter Kluwer business. Warszawa, 2011
5. Targalski J. , Francik A. Przedsiębiorczość i zarządzanie firmą. Teoria i praktyka. Wydawnictwo C.H. Beck, Warszawa, 2009

Breakdown of average student's workload

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