



COURSE DESCRIPTION CARD - SYLLABUS

Course name

Small Business Management [S1MNT1>POS-ZSB]

Course

Field of study

Mathematics of Modern Technologies

Year/Semester

4/7

Area of study (specialization)

–

Profile of study

general academic

Level of study

first-cycle

Course offered in

Polish

Form of study

full-time

Requirements

elective

Number of hours

Lecture

30

Laboratory classes

0

Other

0

Tutorials

30

Projects/seminars

0

Number of credit points

4,00

Coordinators

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Lecturers

Prerequisites

• The student knows the basic concepts of economics and finance of enterprises and management; Has general knowledge of entrepreneurship and the functioning of companies in a market economy. • The student can perceive, associate and interpret the phenomena occurring in enterprises and the economy. • The student understands and is prepared to bear social responsibility for decisions in the area of enterprise management.

Course objective

Familiarizing students with the specifics of creating and managing a small enterprise. Drawing attention to the problem of growth and financing of enterprises in this category.

Course-related learning outcomes

Knowledge:

- knows and understands selected areas of mathematics to an advanced degree and has detailed knowledge of the application of mathematical methods and tools in engineering and technical sciences [K_W01(P6S_WG)];
- knows and understands the social, ethical, economic, legal and other non-technical conditions of en-

engineering activity; understands the impact of social and civilization changes on the lifestyle of society [K_W12(P6S_WG)];

- knows and understands the principles of ergonomics, occupational health and safety [K_W13(P6S_WK)];
- knows and understands the basic legal and economic conditions related to professional activity, including the principles of creating and developing forms of individual entrepreneurship [K_W14(P6S_WK)];
- knows and understands the basic concepts and principles of intellectual property protection, e.g., on copyright and patent law [K_W15(P6S_WK)].

Skills:

- when formulating and solving engineering problems, can see their non-technical aspects, e.g., environmental, economic, ethical, and legal [K_U10(P6S_UW)];
- can use the acquired knowledge and appropriate methods and tools to solve typical engineering tasks [K_U12(P6S_UW)];
- can work individually and in a team and interact with other people; can estimate the time needed to complete the assigned task; can develop and implement a work schedule that ensures meeting the deadline [K_U16(P6S_UO)];
- can independently plan and implement self-education in order to improve and update their competences [K_U17(P6S_UU)].

Social competences:

- is ready to critically assess the level of his/her knowledge concerning conducted research in exact and natural sciences as well as engineering and technical sciences [K_K01(P6S_KK)];
- is ready to think and act in a creative and entrepreneurial way, taking into account safety, ergonomics, and economic aspects of work; is aware of the need to initiate activities for the benefit of the public interest and responsibility for the effects of the work of the team and its individual participants [K_K03(P6S_KO)].

Methods for verifying learning outcomes and assessment criteria

Learning outcomes presented above are verified as follows:

Lectures:

- formative assessment: current activity in class, discussions;
- individual lectures, allowing assessing the understanding of the issues by;
- summative assessment: written/remote test via the Moodle platform in the course;
- summative assessment based on partial grades,

Tutorials:

- formative assessment: implementation of individual stages of exercises;
- summary assessment: based on partial assessments.

Programme content

Update: 01.06.2023r.

- definition and essence of a small enterprise;
- development and importance of a small enterprise in the modern market economy;
- strategic management in a small enterprise;
- strategic management in a small enterprise;
- building an enterprise;
- the concept of organization and management; Defined goals, visions, and company values;
- business plan as a form of planning - its functions, structure, and recipients of the business plan;
- the business model and its importance in the context of creating new effects;
- financial management of SMEs;
- the Start-up Financing Economy (Overview of Alternative Financing).

Tutorials:

Course topics

Lectures:

- definition and essence of a small enterprise. Equal importance to SMEs in the EU;
- development and importance of a small enterprise in the modern market economy;
- strategic management in a small enterprise;
- strategic management in a small enterprise (strategy selection areas, characteristics of strategic management in SMEs);
- building an enterprise (I: obstacles and II: barriers to SME development);
- the concept of organization and management; Defined goals, visions, and company values;
- business plan as a form of planning - its functions, structure, and recipients of the business plan;
- the business model and its importance in the context of creating new effects;
- financial management of SMEs (review of market sources of financing: own and foreign capital, assistance in the form of financing small enterprises);
- the Small Business Financing Economy (Overview of Alternative Financing).

Tutorials:

- creation of business models, business simulations

Teaching methods

Lectures: seminar lecture, interactive discussion, case studies, work with articles, problem-solving;

Tutorials: teamwork, business simulations.

Bibliography

Basic:

- Podstawy zarządzania organizacjami, Griffin, R.W., Warszawa: PWN, 2017;
- Zarządzanie małym i średnim przedsiębiorstwem, Safin K. (red), Wydawnictwo AE we Wrocławiu;
- Zarządzanie małą i średnią firmą w teorii i w ćwiczeniach, Matejun M., DIFIN, Warszawa 2012;
- Przedsiębiorczość zdyscyplinowana, Bill Aulet, Helion, 2014.

Additional:

- Dębicka A., Łuczka T., Zarządzanie sytuacją kryzysową w małych i średnich przedsiębiorstwach; Diagnostyka i procedury, Wydawnictwo Politechniki Poznańskiej, 2019;
- Olejniczak K., Dębicka A., Entrepreneurship and competitiveness of subregions. The case of the Wielkopolska Region in Poland, Biblioteka Regionalisty, nr 19, ISSN 2081-4461, Wrocław, 2019;
- Olejniczak, K., Dębicka, A. (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>;
- Dębicka A., Olejniczak K., Skąpska J. (2022) Enterprises' perception and practice of humane entrepreneurship, Journal of Small Business and Enterprise Development, Vol. 29 No. 1, pp. 127-146. <https://doi.org/10.1108/JSBED-01-2021-0028>.

Breakdown of average student's workload

	Hours	ECTS
Total workload	100	4,00
Classes requiring direct contact with the teacher	60	2,50
Student's own work (literature studies, preparation for laboratory classes/ tutorials, preparation for tests/exam, project preparation)	40	1,50