



COURSE DESCRIPTION CARD - SYLLABUS

Course name

Management of Small Business [N2MiBP1>ZSB]

Course

Field of study

Mechanical and Automotive Engineering

Year/Semester

2/3

Area of study (specialization)

Heavy-duty Machines

Profile of study

general academic

Level of study

second-cycle

Course offered in

English

Form of study

part-time

Requirements

elective

Number of hours

Lecture

9

Laboratory classes

0

Other

0

Tutorials

0

Projects/seminars

0

Number of credit points

1,00

Coordinators

dr Karolina Tyc-Szmił

karolina.tyc-szmił@put.poznan.pl

Lecturers

Prerequisites

KNOWLEDGE: The student knows the basic concepts of business economics and finance and management. Has a general knowledge of entrepreneurship and the functioning of companies in a market economy **SKILLS:** The student has the ability to perceive, associate and interpret phenomena occurring in enterprises and the economy **SOCIAL COMPETENCES:** The student understands and is prepared to take social responsibility for decisions in the area of small business management

Course objective

Familiarizing students with the specificity of creating and managing a small and medium-sized enterprise
Paying attention to the problem of growth and financing of enterprises in this category

Course-related learning outcomes

Knowledge:

Has general knowledge of standardization, EU recommendations and directives, national, industry and international standards systems, and industrial standards.

Has extended knowledge of the standards for working machines in the field of methods of calculating and testing machines, safety, including road safety, environmental protection as well as mechanical and

electrical interface.

Has in-depth knowledge of entrepreneurship and business economics.

Skills:

He can develop a technical description, offer and design documentation for a complex machine from a selected group of machines.

Can communicate on specialist topics with a diverse audience.

He is able to independently plan and implement his own learning throughout life and direct others in this regard.

Social competences:

Is ready to recognize the importance of knowledge in solving cognitive and practical problems and to consult experts in case of difficulties in solving the problem on its own.

Is willing to think and act in an entrepreneurial manner.

Is ready to fulfill professional roles responsibly, taking into account changing social needs, including:

- developing the professional achievements,
- maintaining the ethos of the profession,
- observing and developing the rules of professional ethics and acting towards the observance of these rules.

Methods for verifying learning outcomes and assessment criteria

Learning outcomes presented above are verified as follows:

Learning outcomes presented above are verified as follows:

LECTURES Formative assessment: active in discussions, summarizing individual lectures or given material (eg a book, film), giving the opportunity to assess the student's understanding of the issue; written assignments given during the semester (e.g. essay). Summative assessment: written exam in the last class (55% of the points are necessary to obtain a positive assessment)

TUTORIALS: Formative assessment: ongoing activity in class and participation in discussion; preparation of a presentation and a business plan for the selected legal identity of the enterprise and its presentation during the classes; tickets; pisene works (essay) based on given books, articles or films; a given case-study analysis; colloquium, part-time pass. Summative assessment: the arithmetic mean of the forming grades with the rounding conditions specified and placed on the MODDLE platform - no possibility of obtaining a credit without writing a test with a positive mark (min. 55% of points)

Programme content

1. The essence of small and medium-sized enterprises (SME sector definitions)
2. The development and importance of SMEs in the modern market economy
3. The structure of SMEs in Poland and the EU
4. Globalization and internationalization and SMEs
5. Strategic management in SMEs (strategy formulation; tools of strategic and financial analysis; factors facilitating and hindering building a strategy in a small company)
6. Strategic management in SMEs (areas of strategy selection, characteristics of strategic management in SMEs; basic indicators of ratio analysis allowing to assess the profitability of enterprises)
7. The issue of knowledge management and the possibility of its implementation in SMEs
8. Building a company (opportunities and barriers to SME development)
9. The concept of Organization and Management; Defining the mission, vision and values of the company
10. Meaning the definition of SMEs and legal forms of running a business in Poland
11. Objectives their way of defining, role and meaning; Management functions in the aspect of SME stratgia
12. Business plan as a form of Planning; Functions, structure and recipients of a business plan
13. Financial economy of SMEs (review of financing sources: equity and foreign capital; effective forms of financing SMEs)
14. Financial management of SMEs (review of alternative financial sources)
15. Contemporary management concepts and the possibilities of their implementation in SMEs

Course topics

none

Teaching methods

- I. SEARCHERS: Case study, Brainstorming, Discussion - round table, Discussion - pyramid, Discussion - seminar, Discussion - paper
- II. ACTIVITY - PRACTICAL: Auditorium exercises, Demonstration method, Project method, Workshop method, Problem solving
- III. EXCELLENT: Show (film / presentation)

Bibliography

Basic

1. Goldratt, E.M., Cox, J. (2008). CELI. Doskonałość w produkcji. Wydawnictwo: Mint Books - dostępne dla Studentów na Moodle w wersji Book
2. Griffin, R.W. (2017). Podstawy zarządzania organizacjami. Warszawa: PWN
3. Drucker, P.F. (2001). Myśli Przewodnie Druckera. Harvard Business School
4. Matejun, (2012). Zarządzanie małą i średnią firmą w teorii i w ćwiczeniach, DIFIN:Warszawa
5. Małecka (2019). Knowledge Management in SMEs. Journal of Knowledge Management Application and Practice Vol.1. No.3. (Dec. 2019). pp. 47-57. Natural Science Publishing.
<http://www.naturalspublishing.com/Contlss.asp?IssID=1680> - dostęp on-line

Additional

1. Małecka, J. (2018). 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: 978-1-911218-95-1. E-BOOKISSN: 2048-8971. Book version ISBN: 978-1-911218-94-4 Book Version ISSN: 2048-8963. p.485-493 - dostęp on-line
2. Małecka, J. (2018). Alternative Sources of Financing for SMEs in Poland in the Light of Empirical Research. Proceedings of the Entrepreneurship and Family Enterprise Research International Conference - dostęp on-line
3. Małecka, J. (2017). The role of SMEs in international trade: Selected aspects, Institute of Economic Research Working Papers, No. 68/2017, available at:
http://econpapers.repec.org/scripts/redir.pf?u=http%3A%2F%2Fwww.badania-gospodarcze.pl%2Fimages%2FWorking_Papers%2F2017_No_68.pdf;h=repec:pes:wpaper:2017:no68 - dostęp on-line
4. Goldratt E.M. (2008). Cel II. To nie przypadek. Wydawnictwo: Mint Books
5. Porter M.E. (2001). Porter o konkurencji. Warszawa: PWE
6. Porter, M.E. (1994). Strategia konkurencji. Metody analizy sektorów i konkurentów. Warszawa: PWE

Breakdown of average student's workload

	Hours	ECTS
Total workload	15	1,00
Classes requiring direct contact with the teacher	9	0,50
Student's own work (literature studies, preparation for laboratory classes/ tutorials, preparation for tests/exam, project preparation)	6	0,50