



## COURSE DESCRIPTION CARD - SYLLABUS

Course name

Management and entrepreneurship [S1TCh2>ZiP]

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### Course

Field of study

Chemical Technology

Year/Semester

1/2

Area of study (specialization)

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Profile of study

general academic

Level of study

first-cycle

Course offered in

Polish

Form of study

full-time

Requirements

elective

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### Number of hours

Lecture

30

Laboratory classes

0

Other

0

Tutorials

15

Projects/seminars

0

### Number of credit points

3,00

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### Coordinators

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### 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

Knowledge:

1. The student has basic knowledge of enterprise management - knows the essence and specificity of enterprise functioning
2. The student knows basic economic and social phenomena related to enterprise management (especially in the SME sector)
3. The student has knowledge of running his/her own business.

#### Skills:

- 1 The student correctly uses basic management and marketing terms.
2. The student has the ability to select methods of effective enterprise management.
4. The student has the ability to identify problems and make decisions in the field of enterprise management.
3. The student has the ability to make optimal choices in financial management (e.g., selection of financing sources).

#### Social competences:

1. The student is to a basic extent prepared to perform the role of an entrepreneur and manager.
2. The student is able to effectively participate in the process of communication in the company and economic environment.
3. The student is aware of the social role played by the manager and owner of a business.
4. The student understands the responsibility and social role of a graduate of a technical university in the field of business management.

### 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. Basic concepts of management, entrepreneurship and economics
2. Entrepreneur and enterprise - role and functions in the market economy
3. Organizational and legal forms of doing business
4. Business plan - as a projection of the company's goals and ways to achieve them
- 5 The essence and functions of management
6. Human capital management. Effective tools of motivation as a factor of success
7. knowledge management in a company
8. Creativity in the management process
9. Importance and role of marketing in the functioning of the company
10. Basic analysis of financial statements
11. Instruments of enterprise financing
- 12 Contemporary concepts of management
- 13 Barriers to enterprise development
14. Internationalization and globalization of enterprises

### 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.

### Additional:

Griffin, R.W. (2017). Podstawy zarządzania organizacjami. Warszawa: PWN

Ekonomika przedsiębiorstw, Engelhardt J (red), CeDeWu, Warszawa 2017.

Rembiasz M., Rola strategii w zarządzaniu małymi i średnimi przedsiębiorstwami, [w:] S. Trzcieliński, Wybrane problemy zarządzania. Teraźniejszość i przyszłość, Wydawnictwo Politechniki Poznańskiej, Poznań 2013.

Siemieniak P., Rembiasz M., Creativity and the Entrepreneur's Potential: A Case Study Based on the Opinion of Students, European Research Studies Journal - 2021, vol. 24, spec. iss. 5, s. 646-657

Rembiasz M., Siemieniak P., Przedsiębiorczość kobiet - przegląd wieloletnich badań prowadzonych wśród studentek wielkopolskich uczelni, Zeszyty Naukowe Politechniki Poznańskiej. Organizacja i Zarządzanie - 2021, nr 83, s. 167-180

Rembiasz M., Borowiec A., Czajkowski P., Wpływ kompetencji menedżerów na przewagę konkurencyjną przedsiębiorstw jako przejaw intraprzedsiebiorczości - wyniki badania delfickiego, Zeszyty Naukowe Politechniki Poznańskiej. Organizacja i Zarządzanie - 2021, nr 83, s. 155-166

Rembiasz M., Siemieniak P., Postrzeganie ryzyka prowadzenia działalności gospodarczej w dobie pandemii COVID-19, Horyzonty Polityki - 2021, vol. 12, no. 41, s. 91-106

## Breakdown of average student's workload

|                                                                                                                                         | Hours | ECTS |
|-----------------------------------------------------------------------------------------------------------------------------------------|-------|------|
| Total workload                                                                                                                          | 75    | 3,00 |
| Classes requiring direct contact with the teacher                                                                                       | 45    | 2,00 |
| Student's own work (literature studies, preparation for laboratory classes/ tutorials, preparation for tests/exam, project preparation) | 30    | 1,00 |