



COURSE DESCRIPTION CARD - SYLLABUS

Course name

Small Business Management [N1Trans1>ZSB]

Course

Field of study

Transport

Year/Semester

1/2

Area of study (specialization)

–

Profile of study

general academic

Level of study

first-cycle

Course offered in

Polish

Form of study

part-time

Requirements

elective

Number of hours

Lecture

0

Laboratory classes

0

Other

0

Tutorials

9

Projects/seminars

0

Number of credit points

1,00

Coordinators

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Lecturers

Prerequisites

KNOWLEDGE: 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: Student has the ability to perceive, associate and interpret phenomena occurring in enterprises

and the economy **SOCIAL COMPETENCES:** 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:

The student knows the basic concepts of economics, related in particular to transport investments

The student has basic knowledge of managing and running a business and knows the general principles

of creating and developing forms of individual entrepreneurship

Skills:

The student is able to organize, cooperate and work in a group, assuming various roles in it, and is able to properly define priorities for the implementation of a task set by himself or others

Social competences:

The student can think and act in an entrepreneurial way, incl. finding commercial applications for the created system, taking into account not only business benefits, but also social benefits of the conducted activity

Methods for verifying learning outcomes and assessment criteria

Learning outcomes presented above are verified as follows:

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Formative assessment: ongoing activity in class and participation in discussion; written assignments; knowledge test,

Final assessment: 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 grade (min. 55% of points)

Programme content

The essence of small and medium-sized enterprises
Importance of SMEs in the modern market economy
Strategic and operational management in SMEs
Legal forms of running a business in Poland
Financial management of SMEs

Course topics

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 vs 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: definition, role and meaning; Management functions in the aspect of SME strategy
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, (review of alternative financial sources)
14. Contemporary management concepts and the possibilities of their implementation in SMEs

Teaching methods

Case study, Brainstorming, Discussion - round table, Discussion - pyramid, Discussion - seminar, Discussion - paper
Auditorium exercises, Demonstration method, Workshop method,
Film / presentation

Bibliography

Basic

1. Goldratt, E.M., Cox, J. (2008). CELI. Doskonałość w produkcji. Wydawnictwo: Mint Books - dostępne dla Studentów na Moodle w wersjiBook
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	24	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)	15	0,50