



COURSE DESCRIPTION CARD - SYLLABUS

Course name

Small Business Management

Course

Field of study

Mathematics in technology

Area of study (specialization)

Level of study

First-cycle studies

Form of study

full-time

Year/Semester

2/4

Profile of study

general academic

Course offered in

Polish

Requirements

elective

Number of hours

Lecture

15

Laboratory classes

Other (e.g. online)

Tutorials

Projects/seminars

Number of credit points

1

Lecturers

Responsible for the course/lecturer:

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Faculty of Engineering Management

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Responsible for the course/lecturer:

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Prerequisites

Student knows the basic concepts of corporate finance and management. It has a general knowledge of the running business in a market economy [PQF 4]

Student has ability to perceive, to associate and interpret the phenomena occurring in business and economy [K_U14 (P6S_UO)]

Student understands and is prepared to take on social responsibility for decisions in the field of small business management [K_K03 (P6S_KO)]



Course objective

To familiarize students with the process of creation and management of small and medium-sized enterprise. To draw attention to the problem of growth and to the finance in this category entities

Course-related learning outcomes

Knowledge

1. Student knows the nature and specificity of small businesses - [K_W12 (P6S_WK)]
2. Student has knowledge on various aspects of strategic management small business - [K_W14 (P6S_WK)]
3. Student has in-depth knowledge of the financial management of SMEs - [K_W12 (P6S_WK)]
4. Student knows the network ways of functioning in business by SMEs like franchises, clusters etc - [K_W14 (P6S_WK)]

Skills

1. Student has the ability to cope with an activity scale increase in the company - [K_U14 (P6S_UO)]
2. Student has the ability to make optimal choices in terms of financial management (eg choice of sources of financing) - [K_U15 (P6S_UU)]
3. Student has the ability to formulate problems and make choices in strategic management - [K_U14 (P6S_UO)]

Social competences

1. Student is prepared to act as manager (owner) small business - [K_K04 (P6S_KR)]
2. Student is able to effectively communicate about small business problems and defend their position - [K_K05 (P6S_KR)]
3. Student is aware of the social role it plays manager (owner) in the company and its environment - [K_K04 (P6S_KR)]

Methods for verifying learning outcomes and assessment criteria

Learning outcomes presented above are verified as follows:

Written test,

Discussions summarizing the various lectures, giving the opportunity to evaluate the student's understanding of the issues

Programme content

- 1 Essence of small and medium-sized enterprise (SMEs definition)
2. SMEs development and their importance in the current economy
3. Demography of SMEs sector in Poland



4. Globalization and internationalization of SME's
5. Strategic Management in SMEs (formulating strategies)
6. Strategic Management in SMEs (facilitating and inhibiting factors in the small business strategy building process)
7. Strategic Management in SMEs (areas of strategic choices, characteristics of strategic management in SMEs)
8. Creating and development of new company (opportunities of SME's)
9. Creating and development of new company (barriers of SME's)
10. functions and receivers of business plan
11. business plan structure
12. The financial management of SMEs (basics of financial management of SMEs)
13. The financial management of SMEs (the profitability of investment vs. business cycle)
14. The financial management of SMEs (review of sources of financing: own capital, bank credit, trade credit)
15. The financial management of SMEs (review of sources of financing: leasing and factoring)

Teaching methods

Lectures include interactions with students

Bibliography

Basic

1. Łuczka, T. (2013), Makro- i mikroekonomiczne determinanty struktur kapitału w małych i średnich przedsiębiorstwach. Poznań: Wydawnictwo Politechniki Poznańskiej
2. Matejun, (2012). Zarządzanie małą i średnią firmą w teorii i w ćwiczeniach, DIFIN:Warszawa
3. Łuczka, T. (2007) Małe i średnie przedsiębiorstwa. Szkice o współczesnej przedsiębiorczości, Łuczka T. (red.), WPP, wyd.II i wyd. I. Wydawnictwo Politechniki Poznańskiej: Poznań
4. Łuczka, T. (2001). Kapitał obcy w małym i średnim przedsiębiorstwie. Wybrane aspekty mikro- i makroekonomiczne. Warszawa: PWN

Additional

Małecka, J. (2018c). 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.

Małecka, J. (2018d). Alternative Sources of Financing for SMEs in Poland in the Light of Empirical Research. Proceedings of the Entrepreneurship and Family Enterprise Research International Conference.

Łuczka, T., Małecka, J. (2017). Internacjonalizacja i globalizacja mikro i małych przedsiębiorstw w Polsce. Wybrane aspekty regionalne. Przedsiębiorczość i Zarządzanie - Tom XVIII, zeszyt 12 część II "Globalne i regionalne wyzwania przedsiębiorczości". pp.:213-229. Łódź-Warszawa: Wydawnictwo SAN.
<http://piz.san.edu.pl/index.php?id=10>

Łuczka, T., Małecka, J. (2017). Prospects for increasing international trade volumes of selected micro and small enterprises in Poland. Decision making for Small and Medium-Sized Enterprises Conference proceedings DENSME 2017, pp.: 116-125.
<http://demsme.cms.opf.slu.cz/images/demsme2017proceedings.pdf>

Łuczka, T., Małecka, J. (2017). The Sectional Structure of Accidents at Work in Micro-, Small and Medium-Sized Enterprises in Poland. SHO 2017 International Symposium on Occupational Safety and Hygiene, pp.: 79-81

Łuczka, T., Małecka, J. (2017). Selected Factors Affecting the Choice of Financial Instruments by Small and Medium-Sized Enterprises in Poland. Business and Non-profit Organizations Facing Increased Competition and Growing Customers' Demands Vo.16. pp.: 375-387.
http://konferencja.jemi.edu.pl/files/monografia_vol16.pdf. WOS: 000130000000003

Breakdown of average student's workload

	Hours	ECTS
Total workload	30	1,0
Classes requiring direct contact with the teacher	22	1,0
Student's own work (literature studies, preparation for laboratory classes/tutorials, preparation for tests/exam, project preparation) ¹	8	0,0

¹ delete or add other activities as appropriate