



COURSE DESCRIPTION CARD - SYLLABUS

Course name

SMALL BUSINESS MANAGEMENT

Course

Field of study

Mathematics in technology

Area of study (specialization)

Level of study

Second-cycle studies

Form of study

full-time

Year/Semester

1/2

Profile of study

general academic

Course offered in

Polish

Requirements

elective

Number of hours

Lecture

30

Laboratory classes

0

Tutorials

Projects/seminars

0

Other (e.g. online)

0

Number of credit points

2

Lecturers

Responsible for the course/lecturer:

dr Joanna Małecka

Responsible for the course/lecturer:

Faculty of Engineering Management

Department of Entrepreneurship and Business

Communication

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Prerequisites

1. The Student knows the basic concepts of economics and finance of enterprises as well as management. Has general knowledge about entrepreneurship and the functioning of companies in a market economy. He knows the rules of managing a small business
2. The Student has the skills to perceive, associate and interpret phenomena occurring in enterprises and the economy and knows the rules of distinguishing barriers and opportunities for the development of small enterprises



3. The Student understands and is prepared to take social responsibility for decisions in the field of managing a small enterprise and understands the importance and consequences of managerial decisions

Course objective

To familiarize Students with the specifics of creating and managing a SME company - micro, small and medium-sized enterprises.

Paying attention to the SME's problem of growth and rising sources of financing for development as well as on the aspects of personnel management and related responsibility.

Course-related learning outcomes

Knowledge

1. The Student knows the essence and specificity of functioning of SMEs in Poland and UE
2. The Students has knowledge of barriers of micor, small and medium enterprice
3. The student has in-depth knowledge of SME management
4. The student has knowledge of the relationship of various non-technical fields such as economics, business management and personnel management

Skills

1. The Student has the ability to manage company development and to adjust the legal form of business activity to the growth of the enterprise
2. The Student has the ability to make optimal choices in the field of legal form of leading business and resulting consequences of obtaining financing
3. The student has the ability to formulate problems and make choices in terms of diversifying sources of financing
4. The student is able to independently plan and implement his development as well as motivate and direct others

Social competences

1. The Student should be prepared to act as the manager in micro, small and medium enterprice
2. The Student is able to communicate efficiently as a team member
3. The Student is aware of the social responsibility performed by the manager hiring other people and has the ability to influence the managed team
4. The student is aware of the need to respect the rights of other entities in independent and team work, honesty and responsibility in the implementation of tasks, acting in accordance with the principles of professional ethics and actions to comply with these principles



Methods for verifying learning outcomes and assessment criteria

Learning outcomes presented above are verified as follows:

Formative assessment: active in discussions summarizing individual lectures, giving the student the opportunity to assess the understanding of the problem (ex. in aspect of issues, books or movies); optional papers (essay) assigned during the semester; case study tasks

Summative assessment: written test (to obtain a positive grade, 55% of points are required); the form of credit may be a written on-line test via the Moodle platform

Programme content

1. Definition of the SME sector, its structure, development and significance for the Polish and EU economy
2. The essence, role and barriers of SMEs development
3. Entrepreneurship and opportunities for SME development
4. The importance of the strategy in SMEs, formulating the company mission, vision and values and they marketing aspects
5. Features of an enterprise and an entrepreneur as a SMEs determinant of development
6. Money market as a source of SME financing
7. The capital market as a source of SMEs financing
8. Alternative forms of financing as a source of SMEs financing
9. Born-global enterprises and the size of the enterprise
10. The role, importance and structure of a business plan and the lean-canvas method for small business
11. Personnel management in SMEs
12. What is calimero marketing
13. The importance of knowledge and employees intellectual capital

Teaching methods

- I. FEEDBACK: Information lecture, Problem lecture, Conversational lecture, Talk, Lecture, Reading
- II. SEARCHING: Case study, Brainstorming, Round table discussion, Discussion - pyramid, Discussion - seminar, Discussion - paper
- III. TUTORIAL - PRACTICAL: Auditorium exercises, Demonstration method, Project method, Workshop method
- IV. EXPOSING: Demonstration (film / presentation)



Bibliography

Basic

1. Goldratt E.M. (2008). Cel II. To nie przypadek. Wydawnictwo: Mint Books
2. Goldratt, E.M., Cox, J. (2008). CELI. Doskonałość w produkcji. Wydawnictwo: Mint Books
3. Griffin, R.W. (2017). Podstawy zarządzania organizacjami. Warszawa: PWN
4. Drucker, P.F. (2001). Myśli Przewodnie Druckera. Harvard Business School
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/ContIss.asp?IssID=1680>

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.
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.
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
4. 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>
5. 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>
6. 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
7. 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



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http://konferencja.jemi.edu.pl/files/monografia_vol16.pdf. WOS: 000130000000003

Breakdown of average student's workload

| | Hours | ECTS |
|---|-------|------|
| Total workload | 67 | 2,0 |
| Classes requiring direct contact with the teacher | 37 | 1,0 |
| Student's own work (literature studies, preparation for lectures (tutorials), preparation for tests/final test, project/presentation preparation, writing essay, case-study analysis, watching movies) ¹ | 30 | 1,0 |

¹ delete or add other activities as appropriate