



COURSE DESCRIPTION CARD - SYLLABUS

Course name

Organization and Management of Small Enterprises

Course

Field of study

Automatic Control and Robotics

Area of study (specialization)

Vision Systems

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

15

Laboratory classes

Other (e.g. online)

Tutorials

15

Projects/seminars

Number of credit points

3

Lecturers

Responsible for the course/lecturer:

prof. dr hab. Teresa Łuczka

Responsible for the course/lecturer:

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Faculty of Engineering Management

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Prerequisites

Knowledge: A student should know basic terms in the field of entrepreneurship. He/she also has a general knowledge of how companies function in a market economy.

Skills: The student has the ability to perceive, associate and interpret phenomena occurring in enterprises and the economy and understands and is prepared to bear social responsibility for decisions in the area of small business management.

Social competences: A student should present such attitudes as honesty, responsibility, perseverance.

Course objective

1) to acquaint students with the business model and to convey basic ideas from it.



- 2) to acquaint students with the specificity of creating small and medium-sized enterprises
- 3) to draw students' attention to the problem of small company management, especially in the conditions of dynamic growth of innovative companies
- 4) to introduce students to the basic sources of companies' financing and tax issues referring particularly to small companies

Course-related learning outcomes

Knowledge

A student:

1. has knowledge of management, including quality management and business operations - [K2_W14]
2. has knowledge of business operations, engineering project management and quality management - [K2_W15]
3. knows the general principles of creating and developing forms of individual entrepreneurship, using knowledge of automation and robotics; [K2_W17]
4. has basic knowledge necessary to understand non-technical conditions of engineering activities and the process of automation and robotization in industry and household; knows basic principles of occupational safety and health in industry;

Skills

A student:

1. can, while formulating and solving tasks involving design of automatics and robotics systems, see their non-technical aspects, including environmental, economic and legal - [K2_U14]
2. has the ability to create mission, aims and strategies of an organization
3. is able to make a preliminary economic analysis of engineering actions taken; [K2_U18]
4. has the ability to interpret economic decisions and actions on the grounds of strategic management
5. is able to manage a team; is able to manage a team and estimate the time needed to complete an assigned task; is able to prepare a work schedule and complete tasks ensuring that deadlines are met; [K2_U24]

Social competences

A student:

1. is aware of the importance of and understands non-technical aspects and effects of engineering activities, including their impact on the environment - [-]
2. is able to think and act in a creative and entrepreneurial way - [K2_K5]
3. is able to cooperate and work in a group, taking various roles within it - [K2_K6]



Methods for verifying learning outcomes and assessment criteria

Learning outcomes presented above are verified as follows:

Formative assessment:

- Based on responses to questions on material discussed in previous lectures,

Summative evaluation:

- evaluation of knowledge and skills demonstrated on a credit colloquium in the form of a test. The test consists of 19 questions, the total number of points to get 19, credit from 10 points
- Discussion of the test results

Programme content

The essence of small and medium enterprise (SME sector definitions)

Development and significance of SME in the contemporary market economy

Structure of SME in Poland and EU

Globalization, internationalization and SME

Strategic management in SME (strategy formulation) 6.

Strategic management in SME (factors facilitating and hindering strategy building in small companies) 7.

Strategic management in SME (areas of strategy selection, characteristics of strategic management in SME)

Building the company (opportunities of SME development)

Building up the company (barriers to SME development)

Functions and recipients of the business plan 11) Structure of the business plan

Business plan structure

Financial management (basics of financial management in SME)

Financial management of SMEs (investment attractiveness versus the business cycle)

Financial management of SMEs (review of sources of financing: equity, bank loan, trade credit)

Financial Economy of SME (review of sources of financing: leasing, factoring)

Teaching methods

1. Lecture: multimedia presentation, case study analysis, discussion



2. Exercises: practical workshop exercises with the use of visual moderation elements, based on a case study

Bibliography

Basic

1. Łuczka T. (2013), Makro- i mikroekonomiczne determinanty struktur kapitału w małych i średnich przedsiębiorstwach, Poznań, Wyd. Politechniki Poznańskiej
2. M. 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 Wyd. Politechniki Poznańskiej.
4. T. Łuczka, Kapitał obcy w małym i średnim przedsiębiorstwie ? wybrane aspekty makro i mikroekonomiczne, PWN, Poznań 2001.

Additional

1. Małecka, J. (201 Bc) . 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: 978-1-91 1218-95-1. E-BOOKISSN: 2048-8971 . Book version ISBN: 978- 1-911218-94-4 Book Version ISSN: 2048-8963. p.485-493.
2. Małecka, J. (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.
3. 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
4. Łuczka,T., Małecka, J. (2017). Prospects for increasing International trade volumes of selected micro and small enterprises in Poland. Declaration making for Small and Medium-Sized Enterprises Conference proceedings DENSME 2017, pp.: 116- 125.
<http://demsme.cms.opf.slu.cz/images/demsme2017proceedings.pdf>
5. 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
6. 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/monografiavol16.pdf>. WOS: 000130000000003



Breakdown of average student's workload

	Hours	ECTS
Total workload	75	3,0
Classes requiring direct contact with the teacher	30	1,5
Student's own work (literature studies, preparation for laboratory classes/tutorials, preparation for tests/exam, project preparation) ¹	45	1,5

¹ delete or add other activities as appropriate