



COURSE DESCRIPTION CARD - SYLLABUS

Course name

Economics of SME

Course

Field of study

Safety Engineering

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

Tutorials

15

Projects/seminars

Other (e.g. online)

Number of credit points

3

Lecturers

Responsible for the course/lecturer:

Ph.D., Joanna Małecka

Responsible for the course/lecturer:

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Prerequisites

The Student should have a basic knowledge of the fundamentals of economics, finance and entrepreneurship and use the basic terms acquired during their study. The Student should also have the ability to acquire information from indicated sources and to evaluate media information. Moreover, should be ready and able to cooperate in a group.

Course objective

Students learn theoretical and practical knowledge about the economics of micro, small and medium-sized enterprises and analyze the course of management processes in them. They also develop managerial skills, taking into account the specific nature of SMEs, including the selection of financing sources for enterprises of this size.

Course-related learning outcomes

Knowledge

1. student knows the issues of economy and organization of SMEs [P6S_WG_08]
2. student knows the essence and specificity of SME financing [P6S_WG_08]
3. student has knowledge on management of SMEs [P6S_WG_08]
4. student understands the problems in the field of SME management resulting from companies' activity in the market environment [P6S_WK_06]

Skills

1. Students are able to recognize social aspects in SME management [P6S_UW_03].
2. Student is able to recognize in SME management the organizational and economical aspects [P6S_UW_03].
3. Student is able to use analytical methods in SME management [P6S_UW_04].
4. Student is able to use information and communication tools in managing SME [P6S_UW_04].

Social competences

1. student is aware of understanding non-technical aspects of SME management [P6S_KK_03]
2. student understands the influence of SMEs on economic environment [P6S_KK_03].
3. student is aware of the responsibility connected with taking decisions as a person managing (owner) SME [P6S_KK_03].
4. student understands the need of permanent training and updating of knowledge in the field of SME management [P6S_KK_03].

Methods for verifying learning outcomes and assessment criteria

Learning outcomes presented above are verified as follows:



Formative assessment: ongoing activity in class and participation in discussions; tests consisting of 5-10 questions, also on the eCourse platform; written assignments based on books, articles or films; preparing and delivering a presentation on the economic aspects and management of SMEs; creating a business plan; case-study tasks; tests.

Summative evaluation: the arithmetic mean of formative assessments with rounding conditions given and placed on the eCourses platform and of the final test - it is not possible to obtain the pass mark without writing the final test with a positive mark (min. 50% of the points).

Programme content

1. The image, role and importance of the SME owner in the business world - economies of scale in the aspect of internationalisation and globalisation
2. the concept of organisation and management; defining the mission, vision and values of a small enterprise
3. the definition of SME and possible legal forms of running a business in Poland
4. The role and importance of objectives for the development of an enterprise. Determinants of SME development.
5. Management functions in the aspect of small companies' strategies.
6. Business plan as a form of planning - its functions, structure and participants of business plan
7. Marketing strategies used by SME
- 8 Contemporary management concepts and possibilities of their implementation in small enterprises
9. Review of sources of SME financing - conventional sources of financing
10. Review of financing sources for SMEs - alternative financing sources

Teaching methods

- I. CONTRIBUTING: 1. informative lecture 2. problem lecture 3. conversational lecture 4. talk 5. work with books 6. lecture, reading
- II. PRACTICAL - PROBLEMATIC: 1. brainstorming 2. panel discussion 3. problem lecture 4. business stories 5. case study
- III. PRACTICAL - ACTIVATING: 1. case study 2. management training 3. business stories
- IV. PRACTICAL - EXPERIMENTING: 1. demonstration 2. business story 3. using computer, e-learning platform and mobile applications

Bibliography



Basic

1. Goldratt, E.M., Cox, J. (2008). CEL I. Doskonałość w produkcji. Wydawnictwo: Mint Books - dostępne dla Studentów na Moodle w wersji eBook
2. Małecka, J. (2021). Alternatywne źródła finansowania w zarządzaniu finansami mikro, małych i średnich przedsiębiorstw - Cechy przedsiębiorcy a wybór źródeł finansowania. Poznań: PTE.
3. Małecka, J. (2020). Instrumenty rynku kapitałowego w zarządzaniu finansami mikro, małych i średnich przedsiębiorstw - Cechy przedsiębiorstwa a wybór źródeł finansowania. Poznań: PTE
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5. Matejun, (2012). Zarządzanie małą i średnią firmą w teorii i w ćwiczeniach. Warszawa: DIFIN.

Additional

1. 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
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4. Małecka, J. (2017). NewConnect as a Source of Financing form Small and Medium-Sized Enterprises. Proceedings Paper IMECS 2017, pp.: 540-552. Praha: Vysoka Skola Ekonomicka & Praze.
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http://www.wzieu.pl/zn/848/ZN_848.pdf
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7. Porter M.E. (2001). Porter o konkurencji. Warszawa: PWE
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Breakdown of average student's workload

	Hours	ECTS
Total workload	75	3,0
Classes requiring direct contact with the teacher	30	1,0
Student's own work (literature studies, preparation for laboratory classes/tutorials, preparation for tests, project preparation) ¹	45	2,0

¹ delete or add other activities as appropriate