



## COURSE DESCRIPTION CARD - SYLLABUS

Course name

Business planning

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### Course

Field of study

Engineering Management

Area of study (specialization)

Enterprise Resource and Process Management

Level of study

Second-cycle studies

Form of study

full-time

Year/Semester

1/1

Profile of study

general academic

Course offered in

Polish

Requirements

elective

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### Number of hours

Lecture

15

Laboratory classes

Tutorials

15

Projects/seminars

Other (e.g. online)

### Number of credit points

2

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### Lecturers

Responsible for the course/lecturer:

Ph.D., Eng., Edmund Pawłowski

Responsible for the course/lecturer:

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Faculty of Engineering Management

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### Prerequisites

Management Basics, Financial Accounting



## Course objective

teaching methodology and developing skills for designing and evaluating investment projects

## Course-related learning outcomes

### Knowledge

The student defines and explains the methodologies and procedures of business planning including the annual activities of the enterprise and the design of new businesses [P7S\_WG\_02].

The student evaluates the complexity of business design processes including new business creation and investment planning and knows the standards for technical, organizational, marketing and financial planning [P7S\_WG\_02].

The student demonstrates understanding and application of knowledge of organizational structures, analyzing and modeling them in the context of planning and designing new business ventures [P7S\_WG\_05].

The student analyzes dependencies and interrelationships in various forms of network organizations and applies this knowledge to design business strategies, especially in digital and global contexts [P7S\_WG\_06].

### Skills

The student applies advanced modeling tools and methods to forecast and design business ventures for new and existing organizations [P7S\_UW\_02].

The student independently proposes business solutions and strategies using knowledge of organizational structures [P7S\_UW\_04].

The student analyzes the influence of social, cultural, political, legal and economic factors on business design and formulates hypotheses on the effectiveness of business strategies [P7S\_UW\_07].

The student manages his/her own work and collaborates effectively in project teams, focusing on business design, with an understanding of responsibility and leadership [P7S\_UO\_01].

### Social competences

The student combines knowledge from different disciplines when working in project teams to develop effective business plans [P7S\_KK\_01].

The student identifies cause-and-effect relationships in achieving business objectives and assesses their relevance in a dynamic business environment [P7S\_KK\_02].

## Methods for verifying learning outcomes and assessment criteria

Learning outcomes presented above are verified as follows:

The knowledge of the lectures is verified during the written test. Written test in two versions: 1/ 5 open questions, 2/ 10 multiple-choice test questions. Maximum number of points = 100. Positive score from 65 points.

Knowledge from the exercises is verified by defending the project



## Programme content

The essence and functions of business planning. Methodology of annual business planning of the company. Procedures for designing new business ventures: creating a new company, planning investment ventures in existing companies. Standards of technical, organizational, marketing and financial planning of business ventures.

## Teaching methods

1. lecture: Monographic lecture, case studies
- 2 Exercises: multimedia presentation illustrated with examples given on the board and project execution

## Bibliography

### Basic

1. Pawłowski E., Pawłowski K., Trzcielińska J., Trzcieliński S. Projektowanie biznesu i ocena przedsięwzięć inwestycyjnych. Wyd. Politechniki Poznańskiej, Poznań, 2010.
2. Gawęł A. Proces przedsiębiorczy. Tworzenie nowych przedsiębiorstw. Difin. Warszawa, 2013
3. Skrzypek J.T.: Biznesplan. Model najlepszych praktyk, Poltext, Warszawa 2009
4. Bućko J. Planowanie biznesowe i zarządzanie ryzykiem projektów. Politechnika Świętokrzyska, 2021
5. Rogowski W. Rachunek efektywności przedsięwzięć inwestycyjnych. Wyd. Oficyna Ekonomiczna, Warszawa, 2004.
6. Bednarski L, Analiza finansowa w przedsiębiorstwie, PWE, Warszawa, 2006.
7. Sierpińska M., Jachna T. Ocena przedsiębiorstwa według standardów światowych. PWN, Warszawa, 2007

### Additional

1. Hurdle. The Book on Business Planning, Berry Tim, PaloAlto Software, Inc , USA, 2006.
2. Filar E., Skrzypek J., Biznesplan , Wydawnictwo poltex, W-wa 2005
3. Gawęł A. Proces przedsiębiorczy. Tworzenie nowych przedsiębiorstw. Difin. Warszawa, 2013
4. Glinka B., Gudkova S. Przedsiębiorczość. Oficyna, Wolter Kluwer business. Warszawa, 2011
5. Targalski J. , Francik A. Przedsiębiorczość i zarządzanie firmą. Teoria i praktyka. Wydawnictwo C.H. Beck, Warszawa, 2009



### Breakdown of average student's workload

	Hours	ECTS
Total workload	50	2,0
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) <sup>1</sup>	20	1,0

<sup>1</sup> delete or add other activities as appropriate