

Subject card

Subject name and code	Small Business Management, PG_00178090						
Field of study	Economics, International Economic Relations, International Business						
Date of commencement of studies	October 2023		Academic year of realisation of subject		2025/2026		
Education level	Bachelor's studies		Subject group		Obligatory subject group in the field of study Optional subject group		
Mode of study	full-time studies		Mode of delivery		at the university		
Year of study	3		Language of instruction		English none		
Semester of study	5		ECTS credits		5.0		
Learning profile	academic		Assessment form		credit		
Conducting unit	Department of Macroeconomics -> Faculty of Economics -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		dr hab. Przemysław Kulawczuk				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	30.0	0.0	0.0	0.0	0.0	30
	E-learning hours included: 0.0						
Learning activity and number of study hours	Learning activity	Participation in didactic classes included in study plan		Participation in consultation hours		Self-study	SUM
	Number of study hours	30		0.0		0.0	30
Subject objectives	The aim of the course is to teach students how to design and test business models in the effective way in the micro and small enterprise segment.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[IBL3_W06] knows and understands the relations and regularities between international business stakeholders i.a. business entities, public institutions, organisations; functioning in the national, international and intercultural realms	knows and understands the relationships and regularities between business stakeholders, including international business, and is able to define their roles in business development	[SW1] oral statement/conversation/discussion
	[IBL3_K05] is ready to perform professional role in responsible manner, abide business ethics and business standards in working environment	is ready to perform his role in a responsible manner, observing business ethics and business standards in designing new business	[SK1] oral statement/conversation/discussion
	[MSG3_W13] gospodarczych w otoczeniu krajowym i międzynarodowym, ze szczególnym uwzględnieniem Unii Europejskiej has a well-structured knowledge of the functioning of business entities in the national and international environment, with particular emphasis on the European Union	has structured knowledge of the functioning of business entities in the national and international environment, with particular emphasis on the European Union, and is able to use this knowledge in designing business models	[SW2] presentation/project/paper/report
	[IBL3_U03] is able to perform tasks in uncertain conditions, solve complex issues of international business by appropriate selection information sources, conducting critical analysis and synthesis on the collected information and data	is able to perform tasks under conditions of uncertainty, solve complex business problems, including international ones, striving to reduce uncertainty and risk and design solutions that protect against risk	[SU5] implementation of a problem task
	[IBL3_K03] is ready to take part in co-organizing activities for social environment and fulfil social obligations of international business stakeholders	is ready to take into account stakeholder interests in designing a business model	[SK5] implementation of a problem task
	[EKONL3_W02] has advanced knowledge of the different types of existing business entities and organisations and public institutions	has advanced knowledge of various types of existing economic entities and organizations, as well as public institutions operating at the interface with start-ups	[SW5] implementation of a problem task
	[IBL3_U04] can use basic regulations and standards which determine business activity	is able to apply basic regulations and standards that determine economic activity and is able to use them in designing a new business	[SU2] presentation/project/paper/report
	[EKONL3_U04] can predict and forecast the course of economic and social processes and phenomena	is able to predict the course of economic and social processes and phenomena and forecast these phenomena in the design of business models	[SU2] presentation/project/paper/report
	[EKONL3_U11] has language skills in economics which meet the requirements of level B2 of the Common European Framework of Reference for Languages	has language skills in the field of economics, in line with the requirements specified for level B2 of the Common European Framework of Reference for Languages, which enables the preparation of an easy-to-understand business model presentation	[SU2] presentation/project/paper/report
	[EKONL3_K01] recognises the importance of economic knowledge in identifying and solving economic problems and of consulting experts when difficulties in solving them independently	recognizes the importance of economic knowledge in the process of identifying and solving economic problems related to entrepreneurship development	[SK1] oral statement/conversation/discussion
	[IBL3_U09] is able to work individually and within teams, also of interdisciplinary character; can plan and organize own tasks and the works of teams	is able to work individually and in teams, during group exercises and on a team project	[SU2] presentation/project/paper/report
	[IBL3_W09] knows and understands the basic economic, legal and other conditions of various activities related to the given qualification	knows and understands the basic economic, legal and other conditions of various activities related to the design of business models	[SW5] implementation of a problem task

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[IBL3_U08] has language skills in the field of international business, economics and finance, in accordance with the requirements of Level B2 of the Common European Framework of Reference for Languages	has language skills in the field of international business, economics and finance, in line with the requirements of the B2 level of the Common European Framework of Reference for Languages, which will enable the preparation of an easy-to-understand business model presentation	[SU2] presentation/project/paper/report
[MSG3_U05] can use basic regulations and standards which determine business activity, as well as accounting principles in order to solve specific tasks related to the activity of enterprises	is able to use basic regulations and standards that determine business activity and accounting principles in order to design an effective business model	[SU2] presentation/project/paper/report
[MSG3_U04] uses the acquired theoretical knowledge in economics to analyse and evaluate the operation of economic entities on the international market, with particular emphasis on the European Union market	uses his theoretical knowledge of international business to analyze and evaluate competitors and is able to build a competitive advantage	[SU5] implementation of a problem task
[IBL3_W05] knows and understands basic principles of establishing and developing various forms of entrepreneurship	knows and understands the basic principles of establishing and developing various forms of entrepreneurship and uses them to build a business concept	[SW2] presentation/project/paper/report
[IBL3_K04] is ready to think and act in an entrepreneurial manner	is ready to think and act in an entrepreneurial and creative way in building a business concept	[SK5] implementation of a problem task
[EKONL3_U14] is able to set priorities and plan and organise the tasks involved in their implementation as well as monitor and evaluate progress accordingly	is able to properly set priorities and plan and organize tasks related to the preparation of a new business model project	[SU2] presentation/project/paper/report
[IBL3_W02] knows and understands fundamental concepts and terminology of international business, international economic and financial relations and complementary disciplines	Knows and understands basic business concepts and terminology, universal concepts in finance and related fields that can be applied to business models	[SW2] presentation/project/paper/report
[EKONL3_K04] is willing to think and act in an entrepreneurial manner; adapts to new situations and conditions, takes on the challenges of creative thinking, is resilient in the face of failure, is able to identify risks and assess the risks of failure	is ready to think and act in an entrepreneurial manner; adapts to new situations and conditions, takes on the challenges of creative thinking in relation to building new business concepts.	[SK5] implementation of a problem task
[IBL3_U05] can identify and evaluate selected risks related to international business	is able to identify and assess selected risks related to international business when designing business models	[SU5] implementation of a problem task
[MSG3_W11] has an advanced knowledge of (legal, organisational, ethical) rules and norms organising economic structures and institutions (in particular those on the international market)	has advanced knowledge of the rules and norms (legal, organizational, ethical) that organize the structures and economic institutions important when designing start-ups	[SW2] presentation/project/paper/report
[MSG3_K06] is ready to be guided in his/her professional life by business ethics and corporate social responsibility, to respect others and to be loyal to his/her employer	is ready to be guided by business ethics and corporate social responsibility in his professional life in the area of new business design	[SK5] implementation of a problem task
[MSG3_K05] correctly identifies, diagnoses and solves dilemmas and various options of solutions related to the profession	correctly identifies, diagnoses and resolves dilemmas and different variants of solutions related to the design of business models	[SK5] implementation of a problem task
[MSG3_K03] participates in the preparation of economic and social projects; can reconcile legal, economic, ecological, political and social requirements	participates in the preparation of business model projects and is able to reconcile legal, economic, ecological, political and social requirements	[SK2] presentation/project/paper/report

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[MSGL3_U14] can interact and work in a team (including an international one), taking various roles within it	is able to cooperate and work in a group (including in an international environment), taking on different roles, especially in exercises that build business model design skills	[SU5] implementation of a problem task
[MSGL3_U13] can prepare presentations and oral speeches on selected specific problems concerning international economic relations (in connection with the chosen speciality within International Economic Relations), using basic theoretical approaches, specialist terminology, principles of collecting data from various sources, their description and interpretation, and drawing conclusions based on scientific literature	has the ability to prepare presentations and oral speeches in English on selected specific business issues with particular emphasis on international start-ups	[SU2] presentation/project/paper/report
[MSGL3_U11] has language skills in the field of economics, specific to the field of study of International Economic Relations, in accordance with the requirements of Level B2 of the Common European Framework of Reference for Languages	has language skills in the field of economics, with the requirements specified for level B2 of the Common European Framework of Reference for Languages, which allows for the preparation of an easy-to-understand presentation of a business model	[SU2] presentation/project/paper/report
[MSGL3_U06] can identify selected risks related to international operations of enterprises and assess their consequences correctly	is able to identify selected types of risks related to the international activities of enterprises and correctly assess their consequences, especially in relation to the design of business models for new enterprises	[SU1] oral statement/conversation/discussion
[MSGL3_W07] knows and understands types of economic ties and regularities governing them, including the principles of functioning of the market and the market mechanism, both in the national and international aspect	knows and understands the types of economic relationships and the rules that govern them, including the principles of market operation and market mechanisms, and knows how to develop competitive advantages	[SW5] implementation of a problem task
[MSGL3_W05] knows and understands the basic principles of establishing and developing various forms of entrepreneurship	knows and understands the basic principles of creating and developing various forms of entrepreneurship useful in designing business models	[SW5] implementation of a problem task
[EKONL3_K03] participates in the preparation of economic and social projects, being able to reconcile legal, economic, ecological, political and social requirements	Participates in the preparation of business projects, being able to reconcile legal, economic, ecological, political and social requirements	[SK2] presentation/project/paper/report
[EKONL3_U09] is able to prepare written work, in Polish and in a foreign language, on specific economic and social issues, using specialist terminology, theoretical and methodological approaches, principles of collecting data from various sources, their description and interpretation, making inferences based on scientific literature and factual data, and making international comparisons	is able to prepare written works in English concerning detailed issues related to the functioning of start-ups	[SU5] implementation of a problem task
[EKONL3_U13] be able to interact and work in a group (including an international one), assuming various roles within it	is able to cooperate and work in a group (including in an international environment), taking on different roles in team work on a business model	[SU5] implementation of a problem task
[EKONL3_W11] knows the general principles for the creation and development of forms of individual entrepreneurship, using knowledge of economics, finance and management sciences	has advanced knowledge of various types of existing economic entities and organizations, as well as public institutions operating at the interface with start-ups	[SW5] implementation of a problem task

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	[IBL3_K01] is ready to recognise the importance of knowledge in the field of international business in identifying and solving business theoretical and practical issues; is ready to consult with experts in case of facing difficulties in solving business issues individually	is ready to recognize the importance of international business knowledge in identifying and solving theoretical and practical problems related to business model design	[SK5] implementation of a problem task
	[EKONL3_W08] has knowledge of the processes of changing elements, enterprises and whole structures of economic organisations, as well as the processes of changing social institutions, knows what their causes, course, scale, consequences are and what the influence of external stakeholders is on them	has knowledge about the processes of changing elements, enterprises and entire structures of economic organizations that influence the development of entrepreneurship	[SW1] oral statement/ conversation/discussion
Subject contents	1. Characteristics of small ventures 2. Personal life strategies of individuals and entrepreneurship. Home business 3. Building creative ideas for new ventures 4. Planning new ventures 5. Business knowledge and know-how. How to learn them? 6. Small business marketing 7. Building customers relations 8. Small business financing I. Selection of taxation methods. 9. Small business financing II. Strategies of working and fixed capital financing. 10. Personal management and motivation 11. Strategies of small business expansion 12. Entering international markets: internationalization of SME		
Prerequisites and co-requisites			
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	50% engagement in group exercises 50% the quality and innovativeness of proposed business model	51.0%	100.0%
Recommended reading	Basic literature	1. Dean A. Shepherd, Michael P. Peters, Robert D. Hisrich, <i>Entrepreneurship</i> , Irwin Professional, 2007 2. <i>How to set up your own small business</i> , American Institute of Small Business, 1991 3. Cardullo M. Technological Entrepreneurism, Research Studies Press, 1999	
	Supplementary literature	Electronic publications delivered by the lecturer Case studies of business models	
	eResources addresses		
Example issues/ example questions/ tasks being completed	Presentation of the main business model on your own Financial projections in 3 variants Presentation of methods of promotion effectiveness assessment Design of expected relations with stakeholders		
Work placement	Not applicable		

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