

Subject card

Subject name and code	Small Business Management, PG_00178090						
Field of study	Economics, International Economic Relations						
Date of commencement of studies	October 2024		Academic year of realisation of subject		2025/2026		
Education level	Master'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	2		Language of instruction		English none		
Semester of study	3		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 effectively design and test business models in the micro and small enterprise segment.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[MSGMU2_U05] can apply the rules and standards of business activity in order to solve complex and atypical problems arising from international economic cooperation	is able to use the rules and standards of innovative business activity in order to solve complex and unusual problems related to the functioning of start-ups	[SU5] implementation of a problem task
	[EKONMU2_U11] has language skills in the field of economics, which comply with the requirements of level B2+ according to the Common European Framework of Reference for Languages	has language skills in the field of economics, in line with the requirements specified for the B2+ level, allowing the preparation of a business model presentation in English	[SU2] presentation/project/paper/report
	[MSGMU2_W12] has an in-depth knowledge and understanding of the principles of establishing and development of business entities, including forms of individual entrepreneurship	has a deeper knowledge and understanding of the principles of creating and developing business entities, including forms of individual entrepreneurship, which is crucial in creating start-ups	[SW2] presentation/project/paper/report
	[MSGMU2_U06] can identify types of risks related to international operations of enterprises and correctly determine their consequences and methods of mitigation, with a skilful application of theory, using appropriate research method	is able to identify the types of risks related to the international activities of companies and correctly determine their consequences and methods of mitigation, which is reflected in the coherence of the business model	[SU5] implementation of a problem task
	[EKONMU2_K05] correctly identifies, diagnoses and solves dilemmas and alternative solutions related to the profession	correctly identifies, diagnoses and resolves dilemmas and different variants of solutions related to running a new company, especially those related to respecting stakeholders	[SK1] oral statement/conversation/discussion
	[EKONMU2_W08] has an in-depth knowledge of processes occurring in enterprises and economic organisations and with related areas, as well as of processes of change in public institutions; knows methods of research on the regularities governing these changes, taking into account the influence of external stakeholders on them	has in-depth knowledge of the processes taking place in enterprises and economic organizations in the group of micro and small enterprises	[SW5] implementation of a problem task
	[EKONMU2_K04] is ready to think and act in an entrepreneurial manner; adapts to new situations and conditions; undertakes challenges of creative thinking; acquires resilience to failures; can assess risks and threats and find ways of counteracting their effects	is ready to think and act in an entrepreneurial manner; adapts to new situations and conditions, takes up the challenges of creative thinking and includes them in the design work on the business model	[SK2] presentation/project/paper/report
	[EKONMU2_U05] uses (legal, professional, ethical) normative systems and can effectively solve complex economic and social problems using them	uses normative systems (legal, professional, ethical) and is able to use them to effectively solve complex business problems related to business design	[SU2] presentation/project/paper/report
	[MSGMU2_W09] has an in-depth knowledge of selected areas of the functioning of a modern enterprise in the national and international environment; understands the conditions, principles and consequences of decisions taken in its structures aiming at the development, and the dependencies among enterprises on the international market	has in-depth knowledge of selected areas of operation of a modern enterprise in the national and international environment, in the micro and small enterprise segment	[SW5] implementation of a problem task
	[MSGMU2_K04] is ready to think and act in an entrepreneurial manner; adapts to new situations and conditions; undertakes challenges of creative thinking; acquires resilience to failures; assesses risks and threats and finds ways of counteracting their effects	is ready to think and act in an entrepreneurial and creative way, especially in the area of business model design	[SK2] presentation/project/paper/report

	Course outcome	Subject outcome	Method of verification
	[MSGMU2_W10] has an in-depth knowledge of the legal, cultural and financial conditions related to business operations, in particular those of an international nature	has in-depth knowledge of the legal, cultural and financial conditions related to running a business, useful for preparing a business concept	[SW5] implementation of a problem task
	[MSGMU2_K07] is ready to observe and develop the principles of professional ethics and corporate social responsibility, takes into account changing social needs, respects the diversity of opinions and cultures, and is professional and loyal towards the employer	is ready to respect and develop the principles of professional ethics and corporate social responsibility in designing a business model	[SK5] implementation of a problem task
	[EKONMU2_W02] has an in-depth knowledge of various types of existing economic entities and organisations as well as an extended knowledge of public institutions	has in-depth knowledge of various types of existing economic entities and organizations and extended knowledge of public institutions cooperating with business, including business support institutions	[SW5] implementation of a problem task
	[MSGMU2_U14] has a thorough ability to prepare specialist oral presentations on economic and social issues, using specialist theoretical approaches, the principles of collecting data from various sources, their description and interpretation, and drawing conclusions on the basis of scientific literature; can prepare and lead a debate	has advanced skills in preparing specialized oral presentations in English to defend a business concept in front of a group of potential investors	[SU1] oral statement/conversation/discussion
	[MSGMU2_U03] can identify and analyse relations between business entities and institutions in their national and international environment	is able to identify and analyze the relationships between economic entities and institutions, in particular the relationships that determine the success of an enterprise	[SU5] implementation of a problem task
	[EKONMU2_W11] knows the detailed principles of establishing and developing forms of individual entrepreneurship, using the knowledge of economics, finance and management sciences	knows the detailed rules for creating and developing forms of individual entrepreneurship in various countries for choosing the location of the business model	[SW5] implementation of a problem task
	[MSGMU2_K03] is ready to actively participate in groups, organisations and institutions conducting professional projects concerning the functioning of economic entities in the conditions of globalisation and the development of integration processes	is ready to actively participate in task and project groups, which leads to the development of a group project and team task solving	[SK5] implementation of a problem task
	[EKONMU2_U10] has an advanced ability to prepare specialist oral presentations on economic and social issues, using specialist theoretical approaches, the principles of collecting various sources of data, their description and interpretation, and drawing conclusions based on scientific literature; can prepare and conduct a debate	has advanced skills in preparing specialized oral presentations in English to defend the prepared business concept	[SU1] oral statement/conversation/discussion
	[EKONMU2_U07] can independently propose solutions to complex economic or social problems, select methods of analysis and conduct conclusive procedures in this respect	is able to independently propose solutions to a complex economic problem, in particular to design a sustainable business model for the enterprise	[SU2] presentation/project/paper/report
	[MSGMU2_U12] can manage teamwork, cooperate and work in a team, in particular an international one, taking a leading role in it	is able to manage the work of a team and cooperate and work in a team, especially an international one, taking a leading role in working on a business model	[SU5] implementation of a problem task

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	[MSGMU2_K06] is ready to independently identify, diagnose and responsibly resolve dilemmas and alternative solutions related to his/her profession and the development of professional achievements	is ready to independently identify, diagnose and responsibly resolve dilemmas and various variants of solutions related to organizing and managing a business	[SK2] presentation/project/paper/report
	[EKONMU2_U13] can manage teamwork as well as interact and work in a team (including in an international environment) assuming a leading role in it	is able to manage the work of a team and cooperate and work in a project team (including in an international environment), taking on a leading role	[SU5] implementation of a problem task
	[MSGMU2_U09] can innovatively solve problems in the field of international economic relations and the functioning of economic entities on the international market, adapting existing or developing new methods and tools	is able to innovatively solve tasks in the field of international business and incorporate these solutions into a new business project	[SU2] presentation/project/paper/report
	[EKONMU2_K03] inspires and organises preparation of economic and social projects, following the idea of sustainable development, reconciling legal, economic, ecological, political and social requirements	inspires and organizes the preparation of economic and social projects in accordance with the idea of sustainable development, including these elements in the business model	[SK5] implementation of a problem task
	[MSGMU2_U04] can use the acquired knowledge to formulate and solve complex problems related to the operation of economic entities on the international market, with particular emphasis on the European Union market	is able to use his/her knowledge to formulate and solve complex problems related to the functioning of start-ups on the international market	[SU5] implementation of a problem task
	[MSGMU2_W11] has a theoretically grounded, in-depth knowledge of the key issues of managing a business entity on the national and international market and of selected detailed issues of the international supply chain	has theoretically based, in-depth knowledge of key issues in the field of start-up management on the international market	[SW5] implementation of a problem task
Subject contents	1. Characteristics of Small Businesses 2. Strategies for Individuals Personal Life 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. Marketing Small Businesses 7. Building Customer Relationships 8. Financing Small Businesses I. Choosing Taxation Methods. 9. Financing Small Businesses II. Strategies for Financing Working and Permanent Capital. 10. Personal Management and Motivation 11. Strategies for Expansion of Small Businesses 12. Entering International Markets: Internationalization of SMEs		
Prerequisites and co-requisites			
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	50% activity during group exercises 50% quality and innovation of the business model proposal	50.0%	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
		Studia przypadków modeli biznesowych
	eResources addresses	
Example issues/ example questions/ tasks being completed	Presentation of a business model based on your own idea Financial projection of revenue streams in 3 variants Presentation of methods for assessing the effectiveness of promotion Providing examples of expected relationships with stakeholders	
Work placement	Not applicable	

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