

Subject card

Subject name and code	Small Business Management, PG_00178090						
Field of study	Logistics and Mobility						
Date of commencement of studies	October 2024		Academic year of realisation of subject		2025/2026		
Education level	Master's studies		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							
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
	[LMMU2_W10] knows the terms and principles of protection of industrial property and copyright, and understands the necessity of management of intellectual property resources	knows the concepts and principles of industrial property protection and copyright and understands the need to manage intellectual property resources in the area of business design	[SW5] implementation of a problem task
	[LMMU2_W07] has an in-depth knowledge of economic and financial principles governing the functioning and management of economic entities and organisations, which require logistics support or provide logistics services, as well as of systems of legal, organisational, professional, moral and ethical norms and rules organising public structures and institutions, both in the national and international spheres	has in-depth knowledge of the economic and financial principles of operation and management of economic entities and organizations that require logistical support or provide logistical services in the area of small and medium-sized enterprises	[SW5] implementation of a problem task
	[LMMU2_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 functioning in new enterprises	[SK5] implementation of a problem task
	[LMMU2_K03] inspires and organises preparation of projects in the field of logistics and mobility, following the idea of sustainable development, reconciling legal, economic, ecological, political and social requirements	inspires and organizes the preparation of projects in the field of logistics and mobility, in accordance with the idea of sustainable development and respect for stakeholders	[SK1] oral statement/conversation/discussion
	[LMMU2_U07] can independently propose solutions to complex logistics and mobility problems, select methods of analysis and conduct conclusive procedures in this respect	is able to independently propose solutions to complex problems in the field of logistics and mobility, especially when designing business models in this area	[SU2] presentation/project/paper/report
	[LMMU2_U05] uses (legal, professional, ethical) normative systems and can effectively solve complex economic and social problems in logistics and mobility using them	uses normative systems (legal, professional, ethical) and is able to use them to design new business solutions in the field of logistics and mobility	[SU2] presentation/project/paper/report
	[LMMU2_U11] has language skills in the field of logistics and mobility, which comply with the requirements of level B2+ according to the Common European Framework of Reference for Languages	has language skills in line with the requirements specified for the B2+ level, which can be used to design business models, in particular in the field of logistics and mobility	[SU2] presentation/project/paper/report
	[LMMU2_W08] has an in-depth knowledge of main and logistics 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 basic and logistic processes taking place in enterprises and its references to the micro and small enterprise segment	[SW5] implementation of a problem task
	[LMMU2_U10] has an advanced ability to prepare specialist oral presentations on logistics and mobility 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 in-depth skills in preparing specialist oral presentations on logistics and mobility issues in the area of business design	[SU2] presentation/project/paper/report

	Course outcome	Subject outcome	Method of verification
	[LMMU2_W02] has an in-depth knowledge of various types of economic entities and organisations, which require logistics support or provide logistics services as well as an extended knowledge of public institutions	has in-depth knowledge of various types of business entities and organizations that require logistical support or provide logistical services in relation to the micro and small enterprise segment	[SW5] implementation of a problem task
	[LMMU2_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 on the challenges of creative thinking in relation to the creation of new business concepts	[SK5] implementation of a problem task
	[LMMU2_U06] can practically apply various forms and range of acquired knowledge in logistics and mobility, supplementing it with an independent critical analysis of its efficiency and usefulness	has the ability to use various forms and scope of acquired knowledge in the field of logistics and mobility in designing business models,	[SU2] presentation/project/paper/report
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	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 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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