

Subject card

Subject name and code	Small business management, PG_00083891						
Field of study	International Business						
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		Polish 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
	[IBMU2_W08] knows selected areas of the functioning of a modern enterprise in the international environment; understands the conditions, principles and consequences of decisions taken in modern enterprise's structures dealing on the international market	knows selected areas of functioning of a modern enterprise in an international environment in the segment of micro and small enterprises	[SW5] implementation of a problem task
	[IBMU2_W09] knows and understands legal and cultural conditions related to international business,	knows and understands the legal and cultural conditions related to international business, especially in the micro and small enterprise segment	[SW5] implementation of a problem task
	[IBMU2_K03] 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 manner; adapts to new situations and conditions; takes on the challenges of creative thinking, especially when designing business models	[SK2] presentation/project/paper/report
	[IBMU2_W10] knows and understands the key issues and theoretical aspects of managing a business entity on the international market and selected detailed issues of the international business	knows and understands the key issues and theoretical aspects of managing a business entity on the international market in the area of micro, small and medium-sized enterprises	[SW5] implementation of a problem task
	[IBMU2_U05] can communicate in an international and culturally diverse environment, using advanced terminology of international business	is able to communicate in an international and culturally diverse environment, using advanced terminology related to start-ups and entrepreneurship in an international context	[SU2] presentation/project/paper/report
	[IBMU2_U06] has language skills in the field of business which comply with the requirements of level B2+ of the Common European Framework of Reference for Languages	has business language skills that meet the B2+ level requirements necessary to prepare and defend a business model concept	[SU2] presentation/project/paper/report
	[IBMU2_U07] can prepare oral presentations on economic and social issues, using specialist theoretical approaches with diverse audiences, can prepare and lead a debate	is able to prepare oral presentations on economic and social topics using a specialist approach to a group of potential investors	[SU2] presentation/project/paper/report
	[IBMU2_K04] is ready to inspire and organise projects for the benefit of the environment and the international business community, in accordance with the idea of sustainable development	is ready to inspire and organize business and social projects in line with the idea of sustainable development and with respect for stakeholders	[SK2] presentation/project/paper/report
	[IBMU2_K05] is ready independently identify, diagnose and resolve dilemmas and alternative solutions related to international business	is ready to independently identify, diagnose and solve dilemmas and alternative solutions related to the functioning of start-ups on the international market	[SK5] implementation of a problem task
	[IBMU2_K06] 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	is ready to observe and develop the principles of professional ethics and corporate social responsibility in the construction and operation of a new business	[SK5] implementation of a problem task
	[IBMU2_U03] can accurately select and use sources of information on international business, evaluate, critically analyse and creatively interpret them, and can present them in an innovative way	is able to accurately select and use sources of information about international opportunities for the development of start-ups	[SU5] implementation of a problem task
	[IBMU2_U08] can manage teamwork, cooperate and work in a team, in particular an international one, taking a leading role in it	is able to lead a team effort, acting and collaborating, the goal of which is to develop a business model in a set	[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	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 provided by the instructor Business model case studies	
	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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