

**Subject card**

<b>Subject name and code</b>	Tools for Business Planning, PG_00200443						
<b>Field of study</b>	Logistics and Mobility						
<b>Date of commencement of studies</b>	October 2026	<b>Academic year of realisation of subject</b>			2026/2027		
<b>Education level</b>	Master's studies	<b>Subject group</b>			Obligatory subject group in the field of study Subject group related to scientific research in the field of study		
<b>Mode of study</b>	full-time studies	<b>Mode of delivery</b>			at the university		
<b>Year of study</b>	1	<b>Language of instruction</b>			English		
<b>Semester of study</b>	2	<b>ECTS credits</b>			3.0		
<b>Learning profile</b>	academic	<b>Assessment form</b>			credit		
<b>Conducting unit</b>	Department of Transport Economics -> Faculty of Economics -> Rector						
<b>Name and surname of lecturer (lecturers)</b>	<b>Subject supervisor</b>		dr hab. Monika Bąk				
	<b>Teachers</b>						
<b>Lesson types</b>	<b>Lesson type</b>	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	<b>Number of study hours</b>	0.0	30.0	0.0	30.0	0.0	60
	E-learning hours included: 0.0						
<b>Learning activity and number of study hours</b>	<b>Learning activity</b>	Participation in didactic classes included in study plan		Participation in consultation hours		Self-study	SUM
	<b>Number of study hours</b>	60		0.0		15.0	75
<b>Subject objectives</b>	To acquaint the student with the principles of the company's functioning and the methods of analyzing the company's financial situation. The student learns the methods and tools for modeling the phenomena and processes that determine the company's activity and completes the proposed financial model. The student acquires in-depth knowledge of the relationship between macroeconomic phenomena, market entities, especially competitive companies, which enables the development of a company's strategy and marketing plan.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[LMMU2_W05] has a knowledge of the human being as a manufacturer and consumer and extended knowledge of the human being as a creator of culture and social structures	Student has an extended knowledge of the human being as a manufacturer and consumer and extended knowledge of the human being as a creator of culture and social structures, which can be used to create business plan	[SW1] oral statement/ conversation/discussion [SW2] presentation/project/paper/ report
	[LMMU2_W11] knows the detailed principles of establishing and developing forms of individual entrepreneurship, using the knowledge of economics, finance, management, logistics and mobility	Student knows the detailed principles of establishing and developing business plan, using the knowledge of economics, finance and management sciences	[SW1] oral statement/ conversation/discussion [SW2] presentation/project/paper/ report
	[LMMU2_K05] correctly identifies, diagnoses and solves dilemmas and alternative solutions related to the profession	Student correctly identifies, diagnoses and resolves dilemmas and alternative solutions related to business plan	[SK1] oral statement/conversation/ discussion [SK2] presentation/project/paper/ report
	[LMMU2_W07] has a 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	Student has an in-depth knowledge of economic and financial principles governing the functioning and management of economic entities and organisations, as well as of systems of legal, organisational, professional, moral and ethical norms and rules organising public structures and institutions, which should be taken into consideration in drawing up of business plan	[SW1] oral statement/ conversation/discussion [SW2] presentation/project/paper/ report
	[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	The student is able to practically apply various forms and scope of acquired knowledge in the field of economics, finance and management when creating a business plan, supplementing it with an independent critical analysis of its effectiveness and usefulness	[SU1] oral statement/conversation/ discussion [SU2] presentation/project/paper/ report
	[LMMU2_U14] can appropriately identify priorities and plan and organise tasks related to their implementation, as well as monitor and assess progress	Student can appropriately identify priorities and plan and organise tasks related to creation of business plan, as well as monitor and assess progress	[SU1] oral statement/conversation/ discussion [SU2] presentation/project/paper/ report
	[LMMU2_U15] can independently expand and improve acquired knowledge and skills in logistics and mobility; is open to new ideas and techniques; tends to learn using any accessible method and to interact with other participants of the learning process	Student can independently expand and improve acquired knowledge and skills in creation of business plan; is open to new ideas and techniques; tends to learn using any accessible method and to interact with other participants of the learning process	[SU1] oral statement/conversation/ discussion [SU2] presentation/project/paper/ report

Subject contents	<p>1.Summary of basic information in the field of financial and economic analysis, which will be used in the classroom; presenting the assumptions of the case study method to create a model company.</p> <p>2.Development of the financial plan of the company X in a spreadsheet: calculation of basic data for the financial plan in Excel on the basis of information prepared by the teacher; preparation of the companys profit and loss account and balance sheet in an Excel spreadsheet; preparation of a cash flow statement;</p> <p>3.Project performance evaluation and sensitivity analysis for the project.</p> <p>4.Discussion of the substantive requirements for a correct business plan - the main components, formal requirements and the technical side of the document.</p> <p>5.Preparation of the business plan of company X:</p> <ul style="list-style-type: none"> <li>• Preparation of information on the profile and scope of the companys operations;</li> <li>• Preparation of a technical and organizational plan,</li> <li>• Assumptions of the strategic plan o</li> <li>• f the project - main goal, partial goals, mission and vision of the company;</li> <li>• Development of a marketing plan;</li> <li>• Preparation of the financial plan of the project - interpretation of data, financial statements.</li> </ul> <p>6. Preparation of the presentation of the business plan in Power Point</p> <p>7. Individual presentations of business plans, assessment and discussion of business plans.</p> <p>Any doubts regarding the issues discussed will be dispelled during the consultation.</p>								
Prerequisites and co-requisites	Good command of English. Basic knowledge of the companys operation on the market and financial analysis								
Assessment methods and criteria	<table border="1" data-bbox="450 1258 1489 1424"> <thead> <tr> <th data-bbox="450 1258 794 1294">Subject passing criteria</th> <th data-bbox="794 1258 1139 1294">Passing threshold</th> <th data-bbox="1139 1258 1489 1294">Percentage of the final grade</th> </tr> </thead> <tbody> <tr> <td data-bbox="450 1294 794 1424">The final grade consists of: business plan document - 20 points, presentation of the business plan - 10 points, activity during classes - from 0-5 points.</td> <td data-bbox="794 1294 1139 1424">51.0%</td> <td data-bbox="1139 1294 1489 1424">100.0%</td> </tr> </tbody> </table>	Subject passing criteria	Passing threshold	Percentage of the final grade	The final grade consists of: business plan document - 20 points, presentation of the business plan - 10 points, activity during classes - from 0-5 points.	51.0%	100.0%		
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Example issues/ example questions/ tasks being completed									
Work placement	Not applicable								

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