



Subject card

Subject name and code	SMALL COMPANY MANAGEMENT, PG_00037817						
Field of study	Management, Management						
Date of commencement of studies	February 2022	Academic year of realisation of subject			2021/2022		
Education level	second-cycle studies	Subject group			Obligatory subject group in the field of study Subject group related to scientific research in the field of study		
Mode of study	Full-time studies	Mode of delivery			at the university		
Year of study	1	Language of instruction			Polish		
Semester of study	1	ECTS credits			2.0		
Learning profile	general academic profile	Assessment form			assessment		
Conducting unit	Department of Entrepreneurship and Business Law -> Faculty of Management and Economics						
Name and surname of lecturer (lecturers)	Subject supervisor	dr hab. Julita Wasilczuk					
	Teachers	dr inż. Marita McPhillips dr hab. Julita Wasilczuk					
Lesson types and methods of instruction	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	15.0	15.0	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	4.0		16.0		50
Subject objectives	The aim of the subject is learn by the students the differences between small and big firm operation, which leads to the difference in management.						
Learning outcomes	Course outcome	Subject outcome			Method of verification		
	[K7_W12] has an in-depth knowledge of the organisational forms of enterprises and other institutions and of the principles of their creation, operation and development	The student knows how to manage a small business , is familiar with the possibilities of its development.			[SW1] Assessment of factual knowledge [SW2] Assessment of knowledge contained in presentation		
	[K7_U11] presents a creative, entrepreneurial or innovative approach to solving problems of an organization in various areas of its activity	Based on the theoretical management concepts the student is planning the growth of a hypothetical company.			[SU1] Assessment of task fulfilment [SU4] Assessment of ability to use methods and tools		
	[K7_W02] has an in-depth knowledge of classical and modern management concepts and their application in the management of modern organizations of various types	The student has knowledge on contemporary approaches to management in small organizations . He/she is familiar with the latest research in this area.			[SW3] Assessment of knowledge contained in written work and projects		
	[K7_W14] has a broadened knowledge of the principles of creation and development of forms of individual entrepreneurship and determinants shaping the effectiveness of economic activity	The student has knowledge of how to operate and develop own business.			[SW2] Assessment of knowledge contained in presentation [SW3] Assessment of knowledge contained in written work and projects		

Subject contents	<p>Lectures: A small company or what? The specificity of SME management; Why companies are established, how they are created, various forms and types of businesses, business models; Own resources - where do the funds come from, how to deal with employees; What is success in a small business - what owners want, what they plan, how they develop their businesses; Family business management; Network management (creating and entering into a franchise); Management in family businesses - main problems; Internationalization of a small company - strategies</p> <p>Tutorials: Facts and myths about running a business; Innovation - generating ideas; Case-based analysis of the environment; BMC; Guerrilla marketing; Sources of funding; Franchising; Investment pitch,</p>		
Prerequisites and co-requisites	Economics		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	Exercises	60.0%	60.0%
	Colloquium with problem questions	60.0%	40.0%
Recommended reading	Basic literature	Wasilczuk J. Wzrost i rozwój małej firmy, Politechnika Gdańska, Gdańsk, 2005; red. M. Matejun, Zarządzanie małą i średnią firmą, Difin, 2012; K. Janasz, B. Kaczmarska, J. E. Wasilczuk, Przedsiębiorczość i finansowanie innowacji, 2020	
	Supplementary literature	Ropęga J., Ścieżki niepowodzeń gospodarczych, WUŁ, 2013	
	eResources addresses	Journal articles	
Example issues/ example questions/ tasks being completed	<p>Compare and choose the most suitable financing for the firm</p> <p>Prepare the four action within the guerilla marketing format.</p> <p>Describe the environment of a modern small business</p>		
Work placement	Not applicable		