



Subject card

Subject name and code	Micro-enterprises, PG_00037934						
Field of study	Management, Management						
Date of commencement of studies	February 2023		Academic year of realisation of subject		2023/2024		
Education level	second-cycle studies		Subject group		Optional subject group 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	2		ECTS credits		3.0		
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 hab. Julita Wasilczuk dr Jakub Golik dr hab. Przemysław Banasik dr hab. inż. Krzysztof Zięba mgr Magdalena Licznarska dr inż. Marita McPhillips dr Mariusz Zaborowski dr inż. Anita Richert-Kaźmierska dr Piotr Kasprzak				
Lesson types and methods of instruction	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	30.0	15.0	0.0	0.0	0.0	45
	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	45		6.0		24.0	75
Subject objectives	Familiarize students with the theory and practice of entrepreneurial microenterprises management						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[K7_U12] applies selected theoretical management concepts in the management of the organisation	Student can use IT tools to analyze the situation of the company and on that basis develops the strategy of the company.	[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 an extensive knowledge of the selection of appropriate quality control systems in the company, Internet tools supporting business activities at every stage of the company's operations and legal regulations on public procurement, taxation and employment.	[SU2] Assessment of ability to analyse information
	[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	Student knows what is the difference between the relationship between the legal form of micro-enterprise and the accounting and tax requirements in micro-operations. The student knows what new strategic trends are.	[SU2] Assessment of ability to analyse information
	[K7_U02] analyses complex economic processes and phenomena using selected methods and techniques for analysing socio-economic data, and formulates their own opinions and conclusions concerning these processes and phenomena	Student can indicate the appropriate form of taxation corresponding to the needs, micro-enterprises, use the Internet tools for marketing purposes, elaborate a reply to the public procurement notice.	[SU1] Assessment of task fulfilment
Subject contents	<p>Lecture: 1. Introduction.2. Strategies in a micro company. 3.Global trends and their impact on the strategy of a micro-enterprise.4 How to start and finish a project successfully. 5. Social responsibility of the entrepreneur. 6.Micro - entrepreneurship in the social version. 7. Managerial economics for a micro-entrepreneur. 8.Elements of labor law. 9. Decision theory and risk appetite in entrepreneurs. 10. Entrepreneur on the public procurement market. 11. Neurodiversity and entrepreneurship. 11. Globalization Strategies, 12. Globalization Strategies cont. 13. Support for micro-enterprises. 14. Micro-entrepreneur and company finances. 15. Summary.</p> <p>Exercise 2:</p> <p>1. Introduction. 2. We write strategies for micro companies. 3. Global trends and their impact on the strategy of a micro-enterprise. 4. Entrepreneurship Week - idea development. 5. Social responsibility of the entrepreneur. 6. Micro-entrepreneurship in the social version.7. Managerial economics for a micro-entrepreneur. 8. Elements of labor law. 9. Micro-entrepreneur and finances. 10. Decision theory and risk appetite in entrepreneurs. 11. Entrepreneur on the public procurement market. 12. Neurodiversity and entrepreneurship. 13. Analysis of countries in terms of entering foreign markets. 14. To help or not Oxford debate preparation. 15. Oxford debate</p>		
Prerequisites and co-requisites	Lack		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
		60.0%	20.0%
		60.0%	50.0%
		60.0%	30.0%

Recommended reading	Basic literature	<p>H. Szurgacz, A. Tomanek, Prawo pracy, Difin, 2023</p> <p>J. Iwin-Garzyńska, Opodatkowanie przedsiębiorstw Wybrane zagadnienia Difin, 2013</p> <p>Tax regulations</p> <p>Current materials and press reports</p> <p>J. Iwin-Garzyńska, Opodatkowanie przedsiębiorstw Wybrane zagadnienia Difin, 2013</p> <p>W. Wyrzykowski Księgi, ewidencje i rejestry podatkowe małych przedsiębiorców, VM Media VM Group, Gdańsk, 2005</p>
	Supplementary literature	<p>C. Zott, R. Amit, & L. Massa. 'The Business Model: Theoretical Roots, Recent Developments, and Future Research', WP-862, IESE, June, 2010 - revised September 2010</p> <p>Z. Żaro P. Sasin, Jak założyć i poprowadzić własną firmę, Wydawnictwo Sigma 2015</p>
	eResources addresses	<p>Adresy na platformie eNauczanie:</p> <p>Mikroprzedsiębiorczość 2023/2024 - Moodle ID: 33035 https://enauczanie.pg.edu.pl/moodle/course/view.php?id=33035</p>
Example issues/ example questions/ tasks being completed	<p>Describe the methods of promoting a microenterprise using web tools.</p> <p>Describe the basic methods of accounting records</p> <p>Identify ways to hire employees.</p> <p>To help or not to help micro-enterprises - Oxford debate</p>	
Work placement	Not applicable	