



Subject card

Subject name and code	SMALL COMPANY MANAGEMENT, PG_00037974						
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		Obligatory subject group in the field of study Subject group related to scientific research in the field of study		
Mode of study	Part-time studies (on-line)		Mode of delivery		blended-learning		
Year of study	1		Language of instruction		Polish		
Semester of study	2		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		mgr Magdalena Licznarska dr hab. Julita Wasilczuk				
Lesson types and methods of instruction	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	8.0	8.0	0.0	0.0	0.0	16
	E-learning hours included: 12.0						
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	16		4.0		30.0	50
Subject objectives	The aim of the subject is learn by the studends 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 the small firm, he/she is familiar with development possibilities.		[SW1] Assessment of factual knowledge [SU5] Assessment of ability to present the results of task		
	[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 knows the recent approach to manage the small firms. He/she is familiar with the recent reaseach in this field.		[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 functioning and developing own business.		[SW2] Assessment of knowledge contained in presentation [SW3] Assessment of knowledge contained in written work and projects		
	[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		

Subject contents	Lectures: 1. Definition and terms related with SME 2. Uniqueness of management in SME 3. Financing, 4. Strategic analyzes. 5. Growth of the firm - theory and practice. 6. Social and production networks. 7. Barriers of small firm development. and. SME support in Poland. 8. Summary Tutorials: 1. Introduction -. Case study - why and how the firms are launched 2. Planning, leading, motivating and controlling – discussion the specific attribute of small firms. 3. i 4. Environment and firm analyses - case study 6. Firms and competition analyses – case study. 5. Guerilla marketing – case study. 6. Strategy for your firm. 7. Growth model – what are the growth factors, spectacular growth of small firms – student presentation. 18. Discussion about the support –Summary .		
Prerequisites and co-requisites	Economics		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	Exercises	60.0%	40.0%
	Essay	100.0%	40.0%
	test	60.0%	20.0%
Recommended reading	Basic literature	Dominiak P. Sektor MSP we współczesnej gospodarce PWN 2005,Warszawa Bławat F. Przedsiębiorca w teorii przedsiębiorczości i praktyce małych firm, Gdańsk 2003, GTN Wasilczuk J. Wzrost i rozwój małej firmy, Politechnika Gdańska, Gdańsk, 2005 Matejun M. (red.), Zarządzanie małą i średnią firmą w teorii i w ćwiczeniach, Difin, Warszawa 2012, s. 13-45. ZARZĄDZANIE STRATEGICZNE STRATEGIE MAŁYCH FIRM, red. R. Krupski, 2005	
	Supplementary literature	No requirements	
	eResources addresses	Adresy na platformie eNauczanie: Zarządzanie małą firmą nstac - Zima 2023/2024 - Moodle ID: 30697 https://enauczanie.pg.edu.pl/moodle/course/view.php?id=30697	
Example issues/ example questions/ tasks being completed	Prepare the growth strategy based on case study Compare and choose the most suitable financing for the firm Prepare the four action within the guerilla marketing format. Define the incubator.		
Work placement	Not applicable		