



Subject card

Subject name and code	Business idea - a business plan for engineers, PG_00059443						
Field of study	Chemical Technology, Civil Engineering, Chemistry, Technical Physics, Environmental Engineering, Electrical Engineering, Power Engineering, Electronics and Telecommunications, Biotechnology, Geodesy and Cartography, Biomedical Engineering, Electronics and Telecommunications, Chemistry in Construction Engineering, Biomedical Engineering, Biomedical Engineering, Nanotechnology, Spatial Development, Engineering and Technologies of Energy Carriers, Corrosion, Nanotechnology, Automation, Robotics and Control Systems, Green Technologies, Green Technologies, Spatial Development, Power Engineering, Power Engineering						
Date of commencement of studies	February 2022	Academic year of realisation of subject			2022/2023		
Education level	second-cycle studies	Subject group			Humanistic-social subject group		
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			2.0		
Learning profile	general academic profile	Assessment form			assessment		
Conducting unit	Faculty of Management and Economics						
Name and surname of lecturer (lecturers)	Subject supervisor		dr Aniela Mikulska				
	Teachers						
Lesson types and methods of instruction	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		2.0		18.0	50
Subject objectives	Students will learn the principles of creating a business plan - its essence, content structure, application, analyze the needs for obtaining information and their proper interpretation, and develop a project based on market information.						
Learning outcomes	Course outcome		Subject outcome		Method of verification		
	[K7_U71] is able to apply knowledge from humanistic, social, economic or legal sciences in order to solve problems		The student is able to construct a business plan, analyze stages in the process of creating a business plan, estimate the financial values accompanying the project.		[SU2] Assessment of ability to analyse information		
	[K7_K71] is able to explain the need to apply knowledge from humanistic, social, economic or legal sciences in order to function in a social environment		The student understands the need to create a business plan and the possibility of its use, is involved in work on the project (own business plan), discusses the assumptions made in the project in the group.		[SK1] Assessment of group work skills		
	[K7_W71] has general knowledge in humanistic, social, economic or legal sciences, including their fundamentals and applications		The student is able to recognize and characterize elements of the business plan, describe the strengths and weaknesses of the project, draw simple conclusions about the operating conditions of the company.		[SW3] Assessment of knowledge contained in written work and projects		
Subject contents	Business plan - concept, purpose, types. Model of best practices for preparing a business plan. 10 steps to develop and implement an effective business plan. Awaited results. Characteristics of the enterprise and concept of the implemented undertaking. Strategic Plan. Strategic analysis, strategy selection and implementation. Field plans: marketing. Technical plans: technical. Domain plans: organizational. Financial plan. Summary.						
Prerequisites and co-requisites	Basics of economics						

Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
		group project	60.0%
Recommended reading	Basic literature	<ol style="list-style-type: none"> 1. Skrzypek J. T., Biznesplan w 10 krokach. Przewodnik od pomysłu do wdrożenia, Wydawnictwo Poltext, Warszawa 2014 + materiały internetowe do książki 2. Skrzypek J. T., Biznesplan. Model najlepszych praktyk. Poltext, Warszawa 2012 3. Pawlak Z., Biznes plan. Zastosowania i przykłady, Poltext, Warszawa 2009 4. Fiore F. F., Jak szybko przygotować biznesplan, Oficyna Wydawnicza Wolters Kluwer, Kraków 2006 	
	Supplementary literature	<ol style="list-style-type: none"> 1. Dearlove D., Biznes w stylu Richarda Bransona. 10 tajemnic twórcy megamarki. Regan Press, Gdańsk 2009 2. Mellor R. B. i inni, Przedsiębiorczość (rozdz. 6 w szczególności), PWE, Warszawa 2011 3. Oblój K., Pasja i dyscyplina strategii. Jak z marzeń i decyzji zbudować sukces firmy, Poltext, Warszawa 2013 	
	eResources addresses	Uzupełniająca https://jrzyskrzypek.pl/ - author's page Jerzy Skrzypek	
Example issues/ example questions/ tasks being completed	What parts does the business plan consist of? For whom and in what situations is the business plan created? Who is the stakeholder of the venture you plan to implement?		
Work placement	Not applicable		