



Subject card

Subject name and code	Business plan, PG_00062152						
Field of study	Technical Physics						
Date of commencement of studies	February 2023	Academic year of realisation of subject			2023/2024		
Education level	second-cycle studies	Subject group			Humanistic-social subject group		
Mode of study	Full-time studies	Mode of delivery			e-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	Katedra Ekonomii -> 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: 30.0							
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 learn the principles of creating a business plan - its essence, content structure, application, analyze the needs in the field of obtaining information and their proper interpretation, and develop an independent project based on information from the market.						
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 can construct a business plan, analyze the stages in creating a business plan, and estimate the financial values associated with the project.			[SU2] Assessment of ability to analyse information [SU5] Assessment of ability to present the results of task		
	[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 the elements of a business plan, describe the strengths and weaknesses of the project, draw simple conclusions regarding the conditions of operation of a business entity.			[SW2] Assessment of knowledge contained in presentation		
	[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 possibilities of its users engaging in work on the project (own business plan) and discussing the assumptions adopted in the project in a group.			[SK1] Assessment of group work skills [SK5] Assessment of ability to solve problems that arise in practice		
Subject contents	Business plan - concept, purpose, types. Model of best practices for drawing up a business plan. 10 steps to develop and implement an effective business plan. Awaited results. Characteristics of the company and the concept of the implemented project. Strategic plan. Strategic analysis, selection and implementation of the strategy. Area plans: marketing. Field plans: technical. Area plans: organizational. Financial plan. Summary.						
Prerequisites and co-requisites							

Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
		project	60.0%
Recommended reading	Basic literature	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	
	Supplementary literature	https://franchising.pl/ ; https://mambiznes.pl/ ; https://mamstartup.pl/	
	eResources addresses	Adresy na platformie eNauczanie: Biznesplan_2023-24 - Moodle ID: 12491 https://enauczanie.pg.edu.pl/moodle/course/view.php?id=12491	
Example issues/ example questions/ tasks being completed	What parts does a business plan consist of? For whom and in what situations is a business plan created? Who is the stakeholder of the project you are planning to implement?		
Work placement	Not applicable		