



Subject card

Subject name and code	SMALL BUSINESS MANAGING, PG_00060960						
Field of study	Management						
Date of commencement of studies	February 2025		Academic year of realisation of subject		2025/2026		
Education level	second-cycle studies		Subject group		Optional 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	Department of Entrepreneurship and Business Law -> Faculty of Management and Economics						
Name and surname of lecturer (lecturers)	Subject supervisor		dr hab. Julita Wasilczuk				
	Teachers						
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		5.0		15.0	50
Subject objectives	Interprets correctly the differences in the functioning of small and large companies						
Learning outcomes	Course outcome		Subject outcome		Method of verification		
	[K7_U04] prepares and presents convincing, professional presentations of the results of its activities, with their in-depth interpretation		presents in a convincing way a plan to create and develop your own innovative company, presenting an interpretation of its concept		[SU5] Assessment of ability to present the results of task		
	[K7_K02] makes competent and ethical decisions, taking care of the public interest and maintaining economic, social and environmental values		decides on the organizational form of the company and the methods of its financing, ensuring the achievement and maintenance of economic and social value		[SK5] Assessment of ability to solve problems that arise in practice		
Subject contents	LECTURE Characteristics of a small business Specificity of SME management Reasons for starting a company, how they are created, different forms and types of businesses, business models Possessed resources - sources of financing Employees in a small company Success in a small business - expectations of the owners, plans, development of the company Management in a family business Management in networks (creating and entering a franchise) Management in family businesses - main problems Internationalization of a small company strategies TUTORIAL Facts and myths about running a business Innovation - generating ideas Case-based environment analysis Business Model Canvas (BMC) Guerrilla marketing Sources of funding Franchising Investment Pitch						
Prerequisites and co-requisites							
Assessment methods and criteria	Subject passing criteria		Passing threshold		Percentage of the final grade		
	Test		60.0%		40.0%		
	Activity in class		60.0%		60.0%		

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. Kaczmarek, J. E. Wasilczuk, Przedsiębiorczość i finansowanie innowacji, 2020
	Supplementary literature	Ropega J., Ścieżki niepowodzeń gospodarczych, WUŁ, 2013 Artykuły z czasopism
	eResources addresses	Adresy na platformie eNauczanie:
Example issues/ example questions/ tasks being completed	Compare and choose the right financing for the company from the example Develop four guerrilla marketing activities Describe the environment of a modern small business	
Work placement	Not applicable	

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