

FACULTY of Chemistry					
SUBJECT CARD					
Name of subject in Polish:	Podstawy biznesu				
Name of subject in English:	Principles of business				
Main field of study (if applicable):					
Specialization (if applicable):					
Profile:	academic				
Level and form of studies:	2 nd level, full-time				
Kind of subject:	optional				
Subject code	ZMZ000156				
Group of courses	NO				
	Lecture	Classes	Laboratory	Project	Seminar
Number of hours of organized classes in University (ZZU)	30				
Number of hours of total student workload (CNPS)	90				
Form of crediting	crediting with grade				
For group of courses mark (X) final course					
Number of ECTS points	3				
including number of ECTS points for practical (P) classes					
including number of ECTS points for direct teacher-student contact (BK) classes	1				
PREREQUISITES RELATING TO KNOWLEDGE, SKILLS AND OTHER COMPETENCES					
none					
SUBJECT OBJECTIVES					
<p>Comment: in further text the term „small business” is used to describe business undertakings conducted in micro or small enterprises.</p> <p>C1: Getting acquainted students with knowledge concerning the process of founding (establishing), developing as well as managing small and micro enterprises and in particular those in form of a sole proprietorship. Making students aware of the chances resulting from conducting a small business as well as of the main threats and their sources</p> <p>C 2: Getting acquainted students with knowledge concerning the process of working out “multiple scenario” business plans for a small business.</p> <p>C3: Developing and consolidating social competences based on the skill of creative and entrepreneurial action, proper determination of priorities for the implementation of tasks set by oneself or others and cooperation skills (in the student group and then in the professional group) aimed at effective problem solving.</p>					

SUBJECT EDUCATIONAL EFFECTS		
<p>relating to knowledge:</p> <p>PEK_W01: The student understands the concept of entrepreneurship and the essence of enterprises, knows the main areas of its functioning. He understands the essence and goals of the company's operation in various organizational and legal forms. Has general knowledge about the principles of the functioning of enterprises and selected aspects of managing the</p> <p>PEK_W02: The student has a general knowledge on the process of founding small business ventures and in particular those in form of a sole proprietorship.</p> <p>relating to social competences:</p> <p>PEK_K01: The student is able to define the priorities for the implementation of a task set by himself or others properly. He is able to interact and work in a group in a creative and enterprising way, taking on different roles in it.</p>		
PROGRAMME CONTENT		
Lectures		Number of hours
Lec 1	The range of the lecture, course completion criteria and the literature. Enterprise (especially SMEs) in a market economy. Business environment of the enterprise (conditions of doing business).	2
Lec 2, Lec 3	Entrepreneurship, entrepreneur, enterprise - defining entrepreneurship; the role, responsibility and characteristics of the entrepreneur; the essence, attributes and objectives of enterprises (in particular SMEs). The life cycle of the company.	4
Lec 4 Lec 5 Lec 6	Formal organization of an enterprise - selected aspects of starting and running a business in a form of sole proprietorship (strategic decisions at the stage of starting a business, registration obligations, sources of financing, choice of tax form, etc.). The advantages and disadvantages of the company's operation in other organizational and legal forms.	6
Lec 7, Lec 8	Formulating a business plan (shaping the concept of the company functioning and development, taking into account the determinants of the company's competitiveness (quality, costs, innovation, etc.)).	4
Lec 9 – Lec11	Chosen aspects of small business management (Business strategy of a company, marketing concept of enterprise development, corporate finance - principles and determinants of business thinking in the category of economic profits and losses. Assessment of the company's operation.)	6
Lec 12	Final test checking students' knowledge	2
Lec 13, Lec 14	Case study - presentation of business plans prepared by students as part of a collective project.	4
Lec 15	Resit test	2
	Total hours	30
TEACHING TOOLS USED		
<p>N1. Knowledge transfer (lecture) with the use of multimedia (teaching person).</p> <p>N2. Lecture material for students (synthesis) in electronic form.</p> <p>N3. Case study - presentation of the Final Reports (business plans) with the use of multimedia (students). Written report – small business project.</p> <p>N4. Student self-studying – literature study.</p>		

EVALUATION OF SUBJECT EDUCATIONAL EFFECTS ACHIEVEMENT		
Evaluation (F – forming (during semester), P – concluding (at semester end))	Educational effect number	Way of evaluating educational effect achievement
F1	PEK_W01 – PEK_W02	Final test (in written)
F2	PEK_K01	Case study preparation and presentation.
<p style="text-align: center;">P=0,6 F1+ 0,4 F2 ATTENTION: the case study presentation (F2) is a condition for receiving a positive grade</p>		
PRIMARY AND SECONDARY LITERATURE		
<p>PRIMARY LITERATURE:</p> <ol style="list-style-type: none"> 1. <i>Podstawy nauki o przedsiębiorstwie</i>, red. J. Lichtarski, Wydawnictwo Akademii Ekonomicznej we Wrocławiu, Wrocław 2007, s. 17 – 58. 2. Sudoł S., <i>Przedsiębiorstwo. Podstawy nauki o przedsiębiorstwie</i>. Teorie i praktyka zarządzania, Dom Organizatora, Toruń 2002, s. 19 – 50. 3. <i>Nauka o przedsiębiorstwie. Wybrane zagadnienia</i>, red. Irena Lichniak, SGH w Warszawie, Warszawa 2009, s.13 – 68. 4. <i>Zarządzanie małym i średnim przedsiębiorstwem</i>, pod red. K. Safina, Wyd. Uniwersytetu Ekonomicznego we Wrocławiu, Wrocław 2012, 5. Markowski W., <i>ABC small business'u</i>, Wyd. MARCUS s.c., Łódź 2012. <p>SECONDARY LITERATURE:</p> <ol style="list-style-type: none"> 1. Młodzikowska D., Lunden B., <i>Jednoosobowa firma. Jak założyć i samodzielnie prowadzić jednoosobową działalność gospodarczą</i>, Wyd. BL Info Polska Sp. z o.o., Gdańsk 2016. 2. Robbins S.P., DeCenzo D.A.: <i>Podstawy zarządzania</i>, PWE, Warszawa 2002. 		
SUBJECT SUPERVISOR (NAME AND SURNAME, E-MAIL ADDRESS)		
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