

Subject card

Subject name and code	Small Enterprise Management, PG_00119348						
Field of study	International Economic Relations						
Date of commencement of studies	October 2024	Academic year of realisation of subject				2026/2027	
Education level	undergraduate studies	Subject group				Obligatory subject group in the field of study	
Mode of study	full-time studies	Mode of delivery				at the university	
Year of study	3	Language of instruction				Polish	
Semester of study	6	ECTS credits				2.0	
Learning profile	academic	Assessment form					
Conducting unit	Katedra Makroekonomii -> Faculty of Economics						
Name and surname of lecturer (lecturers)	Subject supervisor		dr Andrzej Poszowiecki				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	15.0	0.0	0.0	0.0	0.0	15
	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	15		0.0		0.0	15
Subject objectives	Familiarizing students with the principles of running a small enterprise, its specificity and operating conditions, including: using the Statistica program.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[MSGL3_W17] has an advanced knowledge of financial conditions related to conducting business activity, including the principles of accounting, financial analysis and international settlements	Gaining basic knowledge in the field of managing a small enterprise MSG1_W04 Gaining knowledge about the sources of financing for a small enterprise MSG1_W17 Gaining knowledge about marketing tools used by small enterprises MSG1_W06 Learning about the characteristics of entrepreneurial people MSG1_W14 Gaining knowledge about this what are the characteristics of managing a small enterprise on the international market MSG1_W14 Acquiring knowledge about the functioning of business entities in the national and international environment, with particular emphasis on the European Union MSG1_W15	[SW4] test/exam - oral or written
	[MSGL3_W15] has an advanced knowledge of management of an economic entity on the international market; knows and understands strategies and marketing tools used in this management	Gaining basic knowledge in the field of managing a small enterprise MSG1_W04 Gaining knowledge about the sources of financing for a small enterprise MSG1_W17 Gaining knowledge about marketing tools used by small enterprises MSG1_W06 Learning about the characteristics of entrepreneurial people MSG1_W14 Gaining knowledge about this what are the characteristics of managing a small enterprise on the international market MSG1_W14 Acquiring knowledge about the functioning of business entities in the national and international environment, with particular emphasis on the European Union MSG1_W15	[SW4] test/exam - oral or written
	[MSGL3_W14] knows and understands basic terms and principles of intellectual (industrial) property protection and copyright law	Gaining basic knowledge in the field of managing a small enterprise MSG1_W04 Gaining knowledge about the sources of financing for a small enterprise MSG1_W17 Gaining knowledge about marketing tools used by small enterprises MSG1_W06 Learning about the characteristics of entrepreneurial people MSG1_W14 Gaining knowledge about this what are the characteristics of managing a small enterprise on the international market MSG1_W14 Acquiring knowledge about the functioning of business entities in the national and international environment, with particular emphasis on the European Union MSG1_W15	[SW4] test/exam - oral or written

Course outcome	Subject outcome	Method of verification
[MSGL3_W06] knows and understands the relations between economic entities and public institutions functioning in the national, international and intercultural realms	Gaining basic knowledge in the field of managing a small enterprise MSG1_W04 Gaining knowledge about the sources of financing for a small enterprise MSG1_W17 Gaining knowledge about marketing tools used by small enterprises MSG1_W06 Learning about the characteristics of entrepreneurial people MSG1_W14 Gaining knowledge about this what are the characteristics of managing a small enterprise on the international market MSG1_W14 Acquiring knowledge about the functioning of business entities in the national and international environment, with particular emphasis on the European Union MSG1_W15	[SW4] test/exam - oral or written
[MSGL3_W04] has an advanced knowledge of different types and essential elements of the structures of economic entities and organisations, and public institutions	Gaining basic knowledge in the field of managing a small enterprise MSG1_W04 Gaining knowledge about the sources of financing for a small enterprise MSG1_W17 Gaining knowledge about marketing tools used by small enterprises MSG1_W06 Learning about the characteristics of entrepreneurial people MSG1_W14 Gaining knowledge about this what are the characteristics of managing a small enterprise on the international market MSG1_W14 Acquiring knowledge about the functioning of business entities in the national and international environment, with particular emphasis on the European Union MSG1_W15	[SW4] test/exam - oral or written
[MSGL3_U07] can perform commercial transactions on the international market, select and apply appropriate forms of transaction settlement, analyse and critically assess the course of transactions	Acquiring skills in setting up and running a business within a small enterprise MSG1_U02 Acquiring the ability to plan the activities of a small enterprise MSG1_U04 Acquiring the ability to identify potential opportunities and threats and taking steps to prevent them MSG1_U06 Acquiring the ability to choose a more favorable credit offer MSG1_U05 Acquiring skills in preparing a marketing plan for a small enterprise (taking into account elements of international activity) MSG1_U15 Acquiring the ability to interpret economic phenomena and economic processes MSG1_U01 Acquiring the ability to identify and analyze relationships between business entities and other institutions that are part of the national and international environment MSG1_U07	[SU4] test/exam - oral or written

	Course outcome	Subject outcome	Method of verification
	[MSGL3_U06] can identify selected risks related to international operations of enterprises and assess their consequences correctly	Acquiring skills in setting up and running a business within a small enterprise MSG1_U02 Acquiring the ability to plan the activities of a small enterprise MSG1_U04 Acquiring the ability to identify potential opportunities and threats and taking steps to prevent them MSG1_U06 Acquiring the ability to choose a more favorable credit offer MSG1_U05 Acquiring skills in preparing a marketing plan for a small enterprise (taking into account elements of international activity) MSG1_U15 Acquiring the ability to interpret economic phenomena and economic processes MSG1_U01 Acquiring the ability to identify and analyze relationships between business entities and other institutions that are part of the national and international environment MSG1_U07	[SU4] test/exam - oral or written
	[MSGL3_U13] can prepare presentations and oral speeches on selected specific problems concerning international economic relations (in connection with the chosen speciality within International Economic Relations), using basic theoretical approaches, specialist terminology, principles of collecting data from various sources, their description and interpretation, and drawing conclusions based on scientific literature	Acquiring skills in setting up and running a business within a small enterprise MSG1_U02 Acquiring the ability to plan the activities of a small enterprise MSG1_U04 Acquiring the ability to identify potential opportunities and threats and taking steps to prevent them MSG1_U06 Acquiring the ability to choose a more favorable credit offer MSG1_U05 Acquiring skills in preparing a marketing plan for a small enterprise (taking into account elements of international activity) MSG1_U15 Acquiring the ability to interpret economic phenomena and economic processes MSG1_U01 Acquiring the ability to identify and analyze relationships between business entities and other institutions that are part of the national and international environment MSG1_U07	[SU4] test/exam - oral or written
	[MSGL3_U05] can use basic regulations and standards which determine business activity, as well as accounting principles in order to solve specific tasks related to the activity of enterprises	Acquiring skills in setting up and running a business within a small enterprise MSG1_U02 Acquiring the ability to plan the activities of a small enterprise MSG1_U04 Acquiring the ability to identify potential opportunities and threats and taking steps to prevent them MSG1_U06 Acquiring the ability to choose a more favorable credit offer MSG1_U05 Acquiring skills in preparing a marketing plan for a small enterprise (taking into account elements of international activity) MSG1_U15 Acquiring the ability to interpret economic phenomena and economic processes MSG1_U01 Acquiring the ability to identify and analyze relationships between business entities and other institutions that are part of the national and international environment MSG1_U07	[SU4] test/exam - oral or written

	Course outcome	Subject outcome	Method of verification
	[MSGL3_U04] uses the acquired theoretical knowledge in economics to analyse and evaluate the operation of economic entities on the international market, with particular emphasis on the European Union market	Acquiring skills in setting up and running a business within a small enterprise MSG1_U02 Acquiring the ability to plan the activities of a small enterprise MSG1_U04 Acquiring the ability to identify potential opportunities and threats and taking steps to prevent them MSG1_U06 Acquiring the ability to choose a more favorable credit offer MSG1_U05 Acquiring skills in preparing a marketing plan for a small enterprise (taking into account elements of international activity) MSG1_U15 Acquiring the ability to interpret economic phenomena and economic processes MSG1_U01 Acquiring the ability to identify and analyze relationships between business entities and other institutions that are part of the national and international environment MSG1_U07	[SU4] test/exam - oral or written
	[MSGL3_U02] can assess economic and social phenomena occurring in an open economy, interpret necessary statistical data and economic indicators, as well as forecast economic phenomena and processes, using standard methods and tools applied in economic sciences	Acquiring skills in setting up and running a business within a small enterprise MSG1_U02 Acquiring the ability to plan the activities of a small enterprise MSG1_U04 Acquiring the ability to identify potential opportunities and threats and taking steps to prevent them MSG1_U06 Acquiring the ability to choose a more favorable credit offer MSG1_U05 Acquiring skills in preparing a marketing plan for a small enterprise (taking into account elements of international activity) MSG1_U15 Acquiring the ability to interpret economic phenomena and economic processes MSG1_U01 Acquiring the ability to identify and analyze relationships between business entities and other institutions that are part of the national and international environment MSG1_U07	[SU4] test/exam - oral or written
	[MSGL3_U01] can correctly interpret and explain economic and social phenomena, analyse their causes, course and connections between these phenomena using the acquired knowledge of economics, finance and international economic relations	Acquiring skills in setting up and running a business within a small enterprise MSG1_U02 Acquiring the ability to plan the activities of a small enterprise MSG1_U04 Acquiring the ability to identify potential opportunities and threats and taking steps to prevent them MSG1_U06 Acquiring the ability to choose a more favorable credit offer MSG1_U05 Acquiring skills in preparing a marketing plan for a small enterprise (taking into account elements of international activity) MSG1_U15 Acquiring the ability to interpret economic phenomena and economic processes MSG1_U01 Acquiring the ability to identify and analyze relationships between business entities and other institutions that are part of the national and international environment MSG1_U07	[SU4] test/exam - oral or written

	Course outcome	Subject outcome	Method of verification
	[MSG13_K05] correctly identifies, diagnoses and solves dilemmas and various options of solutions related to the profession	Is able to demonstrate entrepreneurial thinking MSG1_K06 Is able to effectively participate in undertaking and implementing group project tasks regarding the functioning of modern business entities in the conditions of progressive internationalization of business activities and the development of integration processes MSG1_K05 Is able to correctly identify and resolve dilemmas related to the profession MSG1_K04	[SK4] test/exam - oral or written
	[MSG13_K04] is ready to think and act in an entrepreneurial manner; adapts to new situations and conditions, undertakes challenges of creative thinking; is resilient to failures; can identify threats and assess the risk of their occurrence	Is able to demonstrate entrepreneurial thinking MSG1_K06 Is able to effectively participate in undertaking and implementing group project tasks regarding the functioning of modern business entities in the conditions of progressive internationalization of business activities and the development of integration processes MSG1_K05 Is able to correctly identify and resolve dilemmas related to the profession MSG1_K04	[SK4] test/exam - oral or written
	[MSG13_K06] is ready to be guided in his/her professional life by business ethics and corporate social responsibility, to respect others and to be loyal to his/her employer	Is able to demonstrate entrepreneurial thinking MSG1_K06 Is able to effectively participate in undertaking and implementing group project tasks regarding the functioning of modern business entities in the conditions of progressive internationalization of business activities and the development of integration processes MSG1_K05 Is able to correctly identify and resolve dilemmas related to the profession MSG1_K04	[SK4] test/exam - oral or written
Subject contents	1. Characteristics of small enterprises2. Personality and small business management3. Individual life strategies and entrepreneurship. Home business4. Creating creative ideas for a new business5. Planning for new companies6. Business knowledge and know-how.7. Business location8. Small business marketing9. Building relationships with customers10. Financing small business I. Choosing the form of taxation11. Small business financing II. Strategies for financing fixed and working capital12. Small enterprise expansion strategies13. Entering foreign markets: internationalization of SMEs14. Using the potential of the Internet		
Prerequisites and co-requisites			
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	exam	50.0%	100.0%
Recommended reading	Basic literature	Cieślak J., Przedsiębiorczość dla ambitnych. Jak uruchomić własny biznes, Wydawnictwa Akademickie i Profesjonalne, Warszawa, 2006	
	Supplementary literature	1. Dean A. Shepherd, Michael P. Peters, Robert D. , Hisrich, Entrepreneurship, Irwin Professional, 2007 2. Bizon W., Poszewiecki A., Markiewicz M., Skurczyński M., Budowanie postaw przedsiębiorczych wśród studentów. Założenie i przebieg projektu Case Simulator, w: Rola e-edukacji w rozwoju kształcenia akademickiego (red. M. Dąbrowski, M. Zając), Fundacja Promocji i Akredytacji Kierunków Ekonomicznych, ISBN 978-83-63127-11-4, Warszawa 2013 3. Cardullo M. Technological Entrepreneurism, Research Studies Press, 1999	
	eResources addresses	Adresy na platformie eNauczanie:	
Example issues/ example questions/ tasks being completed			
Work placement	Not applicable		

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