

Subject card

Subject name and code	Small Business and Family Firms, PG_00156082						
Field of study	Management						
Date of commencement of studies	October 2024		Academic year of realisation of subject		2025/2026		
Education level	undergraduate studies		Subject group		Optional subject group Subject group related to scientific research in the field of study		
Mode of study	full-time studies		Mode of delivery		at the university		
Year of study	2		Language of instruction		Polish -		
Semester of study	3		ECTS credits		7.0		
Learning profile	academic		Assessment form				
Conducting unit	Katedra Strategicznego Rozwoju -> Faculty of Management -> Rektor						
Name and surname of lecturer (lecturers)	Subject supervisor		dr Joanna Próchniak				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	30.0	30.0	15.0	0.0	0.0	75
	E-learning hours included: 0.0						
	Additional information:						
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	75		14.0		86.0	175
Subject objectives	To introduce students to small business and family enterprises,To provide the basic knowledge, skills and social competences to function effectively in the small business and family business environment as an employee and as an owner.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[ZARZL3_W08] The student has advanced knowledge of enterprise and entrepreneurship, the determinants shaping the effectiveness of economic activity, taking into account regional and international aspects.	The student has advanced knowledge of enterprise and entrepreneurship	[SW4] test/exam - oral or written
	[ZARZL3_W11] The student knows and understands the principles of obtaining and using different types of resources in achieving the development goals of the enterprise.	Student understands the principles of financing	[SW4] test/exam - oral or written
	[ZARZL3_K06] The student is ready to work in, co-create or manage a group. The student is able to think and act in an entrepreneurial manner.	Is ready to work in groups	[SK5] implementation of a problem task
	[ZARZL3_U01] The student is able to correctly interpret socio-economic phenomena, current events in economic policy, economics, as well as to independently formulate his own opinions in this regard and to propose adequate solutions in case of changes occurring in these areas.	Student interprets current economic events and formulate conclusions	[SU5] implementation of a problem task
	[ZARZL3_K03] The student knows the need to identify important problems, including economic and social issues, and plan ways to solve them.	Student interprets social and economic problems	[SK5] implementation of a problem task
	[ZARZL3_U07] The student is able to search for information necessary in making rational decisions of an operational and strategic nature in enterprises.	Student is able to obtain information to make decisions	[SU5] implementation of a problem task
	[ZARZL3_K05] The student is ready to correctly evaluate phenomena and clearly justify his position through rational, logical and entrepreneurial use of knowledge - basing his assertions and decisions on the analysis of received information.	The student is able to use the knowledge gained to present his/her position	[SK4] test/exam - oral or written
	[ZARZL3_U04] The student is able to use the acquired knowledge of management science and quality in professional practice.	Students apply their knowledge of management in practical application examples	[SU5] implementation of a problem task
	[ZARZL3_W04] The student has advanced knowledge of the environment of the enterprise, its factors and changes occurring in this area, as well as the relationship, significance and impact of the environment and stakeholders on the functioning of the enterprise. Knows advanced methods of diagnosing macro- and micro-environment.	The student has knowledge of the company's business conditions and relevant analysis methods	[SW4] test/exam - oral or written
	[ZARZL3_W03] The student has advanced knowledge of the organizational and legal forms of establishment and functioning of enterprises and the development of various forms of individual entrepreneurship in Poland, knows and understands the concepts, principles, norms and legal regulations governing the functioning of business entities.	The student has knowledge of the legal forms of enterprises	[SW4] test/exam - oral or written

Subject contents	Lecture 1. Understanding small business 2. Determinants of small business 3. Stakeholders in small business 4. Family business 5. Determinants of family business 6. Modern tools for financing small business 7. Start-up - nature, opportunities, constraints 8. Small business on a regulated market 9. Valuation of a small business 10. Planning the development of a small business 11. Forms of cooperation between small businesses 12. Taxation in a small enterprise 13. Project approach - working in a team 14. Team communication 15. Public speaking Exercises: 1. Essence of small business 2. Determinants of small business 3. Stakeholders in a small business - case study 4. Family business - key success factors 5. Succession in a family business 6. Modern tools for financing small business 7. Start-up business models 8. Finding an investor 9. Valuation of a small business - workshop 10. Strategies for small business development - case study 11. Franchising- key success factors 12. Taxes in a small business 13. Project approach- working in a team 14. Team negotiation 15. Self-presentation Labs: 1. Determinants of small business 2. Family enterprise - case studies 3. Modern tools for financing small business 4. Presentation of a business idea 5. Franchising- case studies 6. Self-presentation		
Prerequisites and co-requisites	Nonr		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	Active participation	50.0%	30.0%
	Exam	50.0%	70.0%
Recommended reading	Basic literature Sobiecki R., Leszczewska K., <i>Przedsiębiorczość rodzinna w Polsce - sposób na sukces</i>, SGH Oficyna Wydawnicza, Warszawa 2021. Antonowicz P. (red.), <i>Zarządzanie rozwojem przedsiębiorstwa. Interaktywny podręcznik z zakresu zarządzania. Repozytorium case study dla studentów</i>, Wydawnictwo Uniwersytetu Gdańskiego, Gdańsk 2020. Makiela Z. J., Stuss M. (red), <i>Przedsiębiorczość i zarządzanie innowacjami</i> (), Wydawnictwo C.H. Beck, Warszawa 2018. Rise E., <i>Droga startupu</i>, Helion, Gliwice 2018.		

	Supplementary literature	Biernacki K., <i>Podatkowe uwarunkowania decyzji przedsiębiorstw</i>, Difin, Warszawa 2019. Grzesik A., <i>Ekspert biznesu: jak wymyślić, stworzyć i prowadzić zyskowny biznes bez środków na start</i>, Helion, Gliwice 2015. Sadkowska J., <i>Kultura ryzyka w przedsiębiorstwach rodzinnych</i>, Difin, Warszawa 2021.
	eResources addresses	Adresy na platformie eNauczanie:
Example issues/ example questions/ tasks being completed	-	
Work placement	Not applicable	

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