University of Gdańsk

Subject card

Subject name and code	Techniques of Business Planning, PG_00171355						
Field of study	Economics						
Date of commencement of studies	October 2025		Academic year of realisation of subject		2026/2027		
Education level	Master's studies		Subject group		Obligatory subject group in the field of study Optional subject group		
Mode of study	part-time studies		Mode of delivery		at the university		
Year of study	2		Language of instruction		Polish		
Semester of study	3		ECTS credits		5.0		
Learning profile	academic		Assessment form				
Conducting unit	Department of Transport Economics -> Faculty of Economics -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		dr Elżbieta Adamowicz				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	0.0	0.0	20.0	0.0	0.0	20
	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	20		13.0	92.0		125
Subject objectives	To familiarize the student with the principles of enterprise and methods of analyzing the situation of thefinancial situation of the enterprise. The student learns methods and tools for modeling phenomena and processesdetermining the activities of the company and completes the proposed financial model.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[EKONMU2_K06] is ready to observe and develop in his/her professional life principles of business ethics and corporate social responsibility, respect others, be loyal to their employer, taking into account changing social needs.	Is ready to observe and develop in his professional life the principles of business ethics and corporate social responsibility, respect others, be a loyal person to the employer, taking into account the changing needs of society	[SK1] oral statement/conversation/ discussion
	[EKONMU2_W07] has an in-depth knowledge of economic and financial principles governing the functioning and management of economic entities and organisations, as well as of systems of legal, organisational, professional, moral and ethical norms and rules organising public structures and institutions, both in the national and international spheres	The student has an in-depth knowledge of of the economic and financial functioning and management of economic entities and economic organizations, as well as also about the systems of norms and rules legal, organizational, professional, moral and ethical organizing public structures and institutions, to take into account when constructing the business plan.	[SW1] oral statement/ conversation/discussion [SW2] presentation/project/paper/ report
	[EKONMU2_U06] can practically apply various forms and range of acquired knowledge in economics, finance and management, supplementing it with an independent critical analysis of its efficiency and usefulness	The student has the ability to to use in writing a business plan the various forms and scope of of acquired knowledge in the field of Economics, finance and management, supplementing it with an independent critical analysis of the effectiveness and usefulness.	[SU2] presentation/project/paper/ report
	[EKONMU2_W11] knows the detailed principles of establishing and developing forms of individual entrepreneurship, using the knowledge of economics, finance and management sciences	The student knows the detailed principles of of creating a business plan, using the knowledge of economics, finance and sciences of Management.	[SW2] presentation/project/paper/ report
	[EKONMU2_U15] can independently expand and improve acquired knowledge and skills in economics; is open to new ideas and techniques; tends to learn using any accessible method and to interact with other participants of the learning process	Students are able to independently supplement and improve the acquired knowledge and skills economic, is open to new ideas and techniques, has inclination to learn by any method and a tendency to interact with other participants when working on creating a business plan.	[SU1] oral statement/conversation/ discussion [SU2] presentation/project/paper/ report [SU5] implementation of a problem task
	[EKONMU2_K04] is ready to think and act in an entrepreneurial manner; adapts to new situations and conditions; undertakes challenges of creative thinking; acquires resilience to failures; can assess risks and threats and find ways of counteracting their effects	The student is ready to think and act in an entrepreneurial way; adapts to new situations and conditions and takes them into account them in the constructed business plan. He is able to assess risks and threats and find ways to counteract their effects.	[SK2] presentation/project/paper/ report
	[EKONMU2_K02] is aware of the level of his/her knowledge in the field of economics; understands the need to extend and update this knowledge throughout his/her life	The student is aware of the level of of his/her knowledge in the area of economics, understands the need deepen and update this knowledge throughout life in areas undertaken in the business plan.	[SK1] oral statement/conversation/ discussion
	[EKONMU2_U14] can appropriately identify priorities and plan and organise tasks related to their implementation, as well as monitor and assess progress	Students are able to appropriately determine priorities and plan and organize tasks related to Create a business plan, as well as monitor and evaluate progress.	[SU1] oral statement/conversation/ discussion [SU2] presentation/project/paper/ report
	[EKONMU2_W04] knows different types of economic and social ties and regularities governing them; has an in-depth knowledge of economic and financial ties between enterprises	Students identify methods for studying the types of economic and social ties and relations in an enterprise and its environment, and have knowledge of the regularities that govern them.	[SW1] oral statement/ conversation/discussion [SW2] presentation/project/paper/ report

Subject contents	1. Discuss the substantive requirements for a proper business plan - the main components, the requirements of the formal and technical side of the document. 2.Collection of basic knowledge of financial and economic analysis, which will be used in class; Presentation of the assumptions of the case study method to create a model enterprise. 3.Develop a financial plan for company X in a spreadsheet: calculation of basic data for the financial plan in Excel based on the information prepared by the instructor; execution in an Excel spreadsheet of the company's income statement and the company's balance sheet; preparation of a cash flow statement; 4. Assessing project effectiveness and sensitivity analysis for the project. 5. Preparation of business plan of company X: - preparation of information on the profile and scope of the company; - preparation of technical and organizational plan, - assumptions of the strategic plan of the enterprise- main objective, sub-objectives, mission and vision enterprise; - development of a marketing plan; - preparation of a financial plan for the enterprise - interpretation of data, financial statements 6. Preparation of business plan presentation in Power Point program; 7. Individual presentations of business plans, evaluation and discussion of business plans. To further develop the concepts discussed during the lectures, students may take advantage of consultation hours.
Prerequisites and co-requisites	Operation of Excel and Power Point. Basic knowledge of how a company operates in the market andfinancial analysis.
Assessment methods and criteria	(see table below)

Assessment methods and criteria:

Subject passing criteria	Passing threshold	Percentage of the final grade
The final grade consists of: development of a business plan - 20 points, presentation of business plan assumptions - 10 points, activity in class - from 0-5 points.	51.0%	100.0%

Recommended reading	Basic literature	1. Finch B., Jak napisać biznesplan: zyskaj wsparcie i pieniądze na realizację swoich przedsięwzięć, Lingea, Kraków 2021.2. Korczyn, A., Jak opracować biznesplan?: poradnik metodyczny dla przedsiębiorców, Wydawnictwo Sigma, Skierniewice 2013.3. K. Opolski, K. Waśniewski: Biznesplan. Jak go budować i analizować? CeDeWu Sp. z o.o., Warszawa 2021.

	Supplementary literature	1. Biznes Plan. Poradnik opracowany w Katedrze Ekonomiki Transportu.(materiał w formie elektronicznej)2. Ciechan-Kujawa, M., Biznes plan: standardy i praktyka, Dom Organizatora, Toruń 2007.3. Kevan W., Biznesplan: co trzeba wiedzieć i zrobić, aby stworzyć doskonały plan, PWE, Warszawa 2012.4. Podręcznik z zakresu analizy finansowej5. https://www.pfp.com.pl/o-nas/zakonczone-projekty/kobiety-nazachodniopomorskim-rynku-pracy/jak-napisac-biznes-plan
	eResources addresses	Adresy na platformie eNauczanie:
Example issues/ example questions/ tasks being completed		
Work placement	Not applicable	

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