Subject card

Subject name and code	Tools for Business Planning, PG_00174104		
Field of study	Logistics and Mobility		
Date of commencement of studies	October 2025	Academic year of realisation of subject	2025/2026
Education level	Master's 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	1	Language of instruction	English
Semester of study	2	ECTS credits	3.0
Learning profile	academic	Assessment form	credit
Conducting unit	Department of Transport Economics -> Faculty of Economics -> Rector		
Name and surname of lecturer (lecturers)	Subject supervisor	dr hab. Monika Bąk	
	Teachers	dr hab. Monika Bąk	

Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	0.0	30.0	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	25.0	20.0	75

Subject objectives	To acquaint the student with the principles of the companys functioning and the methods of analyzing the companys financial situation. The student learns the methods and tools for modeling the phenomena and processes that determine the companys activity and completes the proposed financial model. The student acquires in-depth knowledge of the relationship between macroeconomic phenomena, market entities, especially competitive companies, which enables the development of a companys strategy and marketing plan.

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[LMMU2_W05] has an extended knowledge of the human being as a manufacturer and consumer and extended knowledge of the human being as a creator of culture and social structures	Student has an extended knowledge of the human being as a manufacturer and consumer and extended knowledge of the human being as a creator of culture and social structures, which can be used to creat business plan	[SW1] oral statement/ conversation/discussion [SW2] presentation/project/paper/ report
	[LMMU2_U15] can independently expand and improve acquired knowledge and skills in logistics and mobility; is open to new ideas and techniques; tends to learn using any accessible method and to interact with other participants of the learning process	Student can independently expand and improve acquired knowledge and skills in creation of business plan; is open to new ideas and techniques; tends to learn using any accessible method and to interact with other participants of the learning process	[SU1] oral statement/conversation/ discussion [SU2] presentation/project/paper/ report
	[LMMU2_U14] can appropriately identify priorities and plan and organise tasks related to their implementation, as well as monitor and assess progress	Student can appropriately identify priorities and plan and organise tasks related to creation of business plan, as well as monitor and assess progress	[SU1] oral statement/conversation/ discussion [SU2] presentation/project/paper/ report
	[LMMU2_U06] can practically apply various forms and range of acquired knowledge in logistics and mobility, supplementing it with an independent critical analysis of its efficiency and usefulness	The student is able to practically apply various forms and scope of acquired knowledge in the field of economics, finance and management when creating a business plan, supplementing it with an independent critical analysis of its effectiveness and usefulness	[SU1] oral statement/conversation/ discussion [SU2] presentation/project/paper/ report
	[LMMU2_W07] has an in-depth knowledge of economic and financial principles governing the functioning and management of economic entities and organisations, which require logistics support or provide logistics services, 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	Student 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, rganisational, professional, moral and ethical norms and rules organising public structures and institutions, which should be taken into consideration in drawing up of business plan	[SW1] oral statement/ conversation/discussion [SW2] presentation/project/paper/ report
	[LMMU2_K05] correctly identifies, diagnoses and solves dilemmas and alternative solutions related to the profession	Student correctly identifies, diagnoses and resolves dilemmas and alternative solutions related to business plan	[SK1] oral statement/conversation/ discussion [SK2] presentation/project/paper/ report
	[LMMU2_W11] knows the detailed principles of establishing and developing forms of individual entrepreneurship, using the knowledge of economics, finance, management, logistics and mobility	Student knows the detailed principles of establishing and developing business plan, using the knowledge of economics, finance and management sciences	[SW1] oral statement/ conversation/discussion [SW2] presentation/project/paper/ report

<table>
<tr><td>Subject contents</td><td colspan="2">1.Summary of basic information in the field of financial and economic analysis, which will be used in the classroom; presenting the assumptions of the case study method to create a model company.

2.Development of the financial plan of the company X in a spreadsheet: calculation of basic data for the financial plan in Excel on the basis of information prepared by the teacher; preparation of the companys profit and loss account and balance sheet in an Excel spreadsheet; preparation of a cash flow statement;

3.Project performance evaluation and sensitivity analysis for the project.

4.Discussion of the substantive requirements for a correct business plan - the main components, formal requirements and the technical side of the document.

5.Preparation of the business plan of company X:

• Preparation of information on the profile and scope of the companys operations;
• Preparation of a technical and organizational plan,
• Assumptions of the strategic plan o
• f the project - main goal, partial goals, mission and vision of the company;
• Development of a marketing plan;
• Preparation of the financial plan of the project - interpretation of data, financial statements.

6. Preparation of the presentation of the business plan in Power Point

7. Individual presentations of business plans, assessment and discussion of business plans.

Any doubts regarding the issues discussed will be dispelled during the consultation.</td></tr>
<tr><td>Prerequisites
and co-requisites</td><td colspan="2">Good command of English. Basic knowledge of the companys operation on the market and financial analysis</td></tr>
<tr><td>Assessment methods
and criteria</td><td colspan="2"><table><tr><th>Subject passing criteria</th><th>Passing threshold</th><th>Percentage of the final grade</th></tr><tr><td>The final grade consists of: business plan document - 20 points, presentation of the business plan - 10 points, activity during classes - from 0-5 points.</td><td>51.0%</td><td>100.0%</td></tr></table></td></tr>
<tr><td rowspan="3">Recommended reading</td><td>Basic literature</td><td>1. Abrams R., Successful Business Plan: Secrets & Strategies, Planing Shop, 2019 2. Blackwell E., How to prepare business plan, Kogan Page, London 1993.</td></tr>
<tr><td>Supplementary literature</td><td>Gospodarowicz M., Ślązak E., Corporate financial analysis, Warsaw School of Economics, Warszawa 2015.</td></tr>
<tr><td>eResources addresses</td><td></td></tr>
<tr><td>Example issues/
example questions/
tasks being completed</td><td colspan="2"></td></tr>
<tr><td>Work placement</td><td colspan="2">Not applicable</td></tr>
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