University of Gdańsk

Subject card

Subject name and code	Small Enterprise Management, PG_00199267						
Field of study	International Economic Relations						
Date of commencement of studies	October 2026		Academic year of realisation of subject		2028/2029		
Education level	Bachelor's studies		Subject group		Obligatory subject group in the field of study 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	3		Language of instruction		Polish		
Semester of study	6		ECTS credits		3.0		
Learning profile	academic		Assessment form		exam		
Conducting unit	Department of Macroeconomics -> Faculty of Economics -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		dr Andrzej Poszewiecki				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	15.0	15.0	0.0	15.0	0.0	45
	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	45		0.0		30.0	75
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_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	The student knows marketing strategies and promotional tools effective for small enterprises in international markets.	[SW4] test/exam - oral or written [SW2] presentation/project/paper/ report
[MSGL3_W06] has knowledge and understanding of relations between economic entities and public institutions functioning in the national, international and intercultural realms	The student understands how small enterprises cooperate with public institutions during business registration and development.	[SW4] test/exam - oral or written [SW2] presentation/project/paper/ report
[MSGL3_W04] has an advanced knowledge of different types and essential elements of the structures of economic entities and organisations, and public institutions	The student knows the organizational structure of small businesses and can adapt it to the specifics of local and foreign markets.	[SW4] test/exam - oral or written [SW2] presentation/project/paper/ report
[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 theoretical approaches, specialist terminology, principles of collecting data from various sources, their description and interpretation, and drawing conclusions based on scientific literature	The student prepares presentations on small business expansion strategies into foreign markets, using industry terminology. The assumptions and progress of the project are discussed during consultations.	[SU2] presentation/project/paper/ report [SU4] test/exam - oral or written
[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	The student analyzes the impact of tax strategies on the competitiveness of small enterprises in the EU market.	[SU2] presentation/project/paper/ report [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	The student can assess the market potential of a new small business by analyzing available market data and forecasting its possible development scenarios.	[SU2] presentation/project/paper/ report [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	The student interprets the relationships between location, marketing strategy, and the success of a small enterprise.	[SU2] presentation/project/paper/ report [SU4] test/exam - oral or written
[MSGL3_U06] can identify selected risks related to international operations of enterprises and assess their consequences correctly	The student identifies risks related to the internationalization of small enterprises and proposes ways to minimize them.	[SU2] presentation/project/paper/ report [SU4] 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	The student analyzes the possibilities for small enterprises to conduct foreign transactions and evaluates their profitability.	[SU2] presentation/project/paper/ report [SU4] test/exam - oral or written
[MSGL3_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	The student uses creative thinking to develop new services or products in a small enterprise, assessing the risks of their implementation.	[SK2] presentation/project/paper/ report [SK4] test/exam - oral or written

	Course outcome	Subject outcome	Method of verification
	[MSGL3_K05] correctly identifies, diagnoses and solves dilemmas and various options of solutions related to the profession	The student identifies ethical dilemmas in small business management and proposes responsible solutions.	[SK2] presentation/project/paper/ report [SK4] test/exam - oral or written
	[MSGL3_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	The student demonstrates a socially responsible and ethical attitude in running a small business.	[SK2] presentation/project/paper/ report [SK4] test/exam - oral or written

Subject contents

1. Characteristics of small enterprises will include, among others, definitions of small firms, their role in the economy, characteristic features, and the importance of the SME sector in Poland and worldwide.

2. Personality and managing a small enterprise will include, among others, entrepreneur traits, management styles in small businesses, and the impact of owner personality on company development.

3. Life strategies of individuals and entrepreneurship. Home business will include, among others, typologies of life strategies, motivations for starting home businesses, and examples of home-based activities.

4. Creating creative ideas for a new business will include, among others, sources of business ideas, the use of market trends, and creative thinking techniques for generating business concepts.

5. Planning new enterprises will include, among others, stages of business planning, creating a business plan, and profitability analysis of new ventures.

6. Business knowledge and know-how will include, among others, the definition of know-how, the importance of industry knowledge in small firms, and ways of acquiring and protecting it.

7. Business location will include, among others, criteria for location choice, business environment analysis, and the importance of place for business success.

8. Marketing for small businesses will include, among others, marketing strategies in SMEs, low-budget marketing tools, and building competitive advantage.

9. Building customer relationships will include, among others, techniques for building customer loyalty, customer service in small businesses, and the importance of long-term relationships.

10. Financing a small business I. Choosing the form of taxation will include, among others, available forms of business taxation in Poland and their impact on profitability.

11. Financing a small business II. Strategies for financing fixed and working capital will include, among others, sources of investment financing, loans, leasing, and working capital management.

12. Expansion strategies for small enterprises will include, among others, organic growth, franchising, strategic alliances, and acquisitions in the SME context.

13. Entering foreign markets: SME internationalization will include, among others, motives for internationalization, market entry strategies, and barriers to expansion.

14. Using the potential of the internet will include, among others, e-commerce, online marketing, social media, and process digitalization in small businesses.

In order to expand on the concepts discussed during lectures, students may make use of consultations.

Prerequisites and co-requisites

No requirements

<table>
<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>project</td><td>51.0%</td><td>25.0%</td></tr>
<tr><td>exam</td><td>51.0%</td><td>75.0%</td></tr>
</table></td></tr>
<tr><td rowspan="3">Recommended reading</td><td>Basic literature</td><td>Cieślik J., Przedsiębiorczość dla ambitnych. Jak uruchomić własny biznes, Wydawnictwa Akademickie i Profesjonalne, Warszawa, 2006</td></tr>
<tr><td>Supplementary literature</td><td>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</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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