

Subject card

Subject name and code	Small Business Management, PG_00202530						
Field of study	Economics, International Economic Relations, International Business, Logistics and Mobility						
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	full-time studies		Mode of delivery		at the university		
Year of study	2		Language of instruction		English English		
Semester of study	3		ECTS credits		5.0		
Learning profile	academic		Assessment form		credit		
Conducting unit							
Name and surname of lecturer (lecturers)	Subject supervisor		dr hab. Przemysław Kulawczuk				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	30.0	0.0	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		0.0		95.0	125
Subject objectives	The aim of the course is to teach students how to effectively design and test business models in the micro and small enterprise segment.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[EKONL3_U14] is able to set priorities, plan and organize the implementation of individual and team tasks, as well as monitor and evaluate progress in achieving set goals.	By designing and testing business models, the student is able to set priorities, plan and organize the implementation of their own and team tasks, and plans and pursues goals.	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report [SU5] implementation of a problem task
	[IBL3_K04] is ready to think and act in an entrepreneurial manner	By designing and testing business models, the student is ready to think and act in an entrepreneurial manner.	[SK1] oral statement/conversation/discussion [SK2] presentation/project/paper/report
	[LMMU2_W07] has a 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	When designing and testing business models, the student uses normative systems (legal, professional, ethical) and is able to use them to effectively solve complex economic and social problems in the field of logistics and mobility.	[SW1] oral statement/conversation/discussion [SW2] presentation/project/paper/report [SW5] implementation of a problem task
	[IBMU2_K03] 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; assesses risks and threats and finds ways of counteracting their effects	By designing and testing business models, the student is ready to think and act in an entrepreneurial manner; adapts to new situations and conditions; and takes on the challenges of creative thinking.	[SK1] oral statement/conversation/discussion [SK2] presentation/project/paper/report
	[LMMU2_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	By designing and testing business models, the student demonstrates a willingness to think and act in an entrepreneurial manner; adapts to new situations and conditions, and takes on the challenges of creative thinking.	[SK1] oral statement/conversation/discussion [SK2] presentation/project/paper/report
	[EKONMU2_U07] can independently propose solutions to complex economic or social problems, select methods of analysis and conduct conclusive procedures in this respect	By designing and testing business models, the student demonstrates independent thinking, the ability to take initiative and propose their own solutions.	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report [SU5] implementation of a problem task
	[EKONL3_W11] knows the general principles for the creation and development of forms of individual entrepreneurship, using knowledge of economics, finance and management sciences	By designing and testing business models, the student knows the principles of creating and developing forms of individual entrepreneurship.	[SW1] oral statement/conversation/discussion [SW2] presentation/project/paper/report [SW5] implementation of a problem task
	[MSGMU2_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; assesses risks and threats and finds ways of counteracting their effects	By designing and testing business models, the student is ready to act in an entrepreneurial, creative and initiative-oriented manner.	[SK1] oral statement/conversation/discussion [SK2] presentation/project/paper/report
	[IBL3_W05] knows and understands basic principles of establishing and developing various forms of entrepreneurship	By designing and testing business models, the student knows and understands the basic principles of establishing and developing various forms of entrepreneurship.	[SW1] oral statement/conversation/discussion [SW2] presentation/project/paper/report [SW5] implementation of a problem task
	[IBL3_U03] is able to perform tasks in uncertain conditions, solve complex issues of international business by appropriate selection information sources, conducting critical analysis and synthesis on the collected information and data	By designing and testing business models, the student is able to perform tasks under conditions of uncertainty and risk.	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report [SU5] implementation of a problem task

Course outcome	Subject outcome	Method of verification
[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	By designing and testing business models, the student demonstrates a willingness to think and act in an entrepreneurial manner; adapts to new situations and conditions, and takes on the challenges of creative thinking.	[SK1] oral statement/conversation/discussion [SK2] presentation/project/paper/report
[IBMU2_W10] knows and understands advanced issues and theoretical aspects of managing a business entity on the international market and selected detailed issues of the international business	By designing and testing business models, the student knows and understands advanced issues and theoretical aspects of managing a business entity on the international market.	[SW1] oral statement/conversation/discussion [SW2] presentation/project/paper/report [SW5] implementation of a problem task
[IBMU2_U03] can accurately select and use sources of information on international business, evaluate, critically analyse and creatively interpret them, and can present them in an innovative way	By designing and testing business models, the student is able to accurately select and use sources of information about international business, evaluate them and apply them critically.	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report [SU5] implementation of a problem task
[MSGMU2_W11] has a theoretically grounded, in-depth knowledge of the key issues of managing a business entity on the national and international market and of selected detailed issues of the international supply chain	By designing and testing business models, the student gains theoretically based, in-depth knowledge of key issues in the field of managing a business entity on the domestic and international market.	[SW1] oral statement/conversation/discussion [SW2] presentation/project/paper/report [SW5] implementation of a problem task
[MSGMU2_U05] can apply the rules and standards of business activity in order to solve complex and atypical problems arising from international economic cooperation	By designing and testing business models, the student is able to use the rules and standards relating to business activity in an international environment.	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report [SU5] implementation of a problem task
[MSGGL3_W05] knows and understands the basic principles of establishing and developing various forms of entrepreneurship	By designing and testing business models, the student understands the basic principles of creating and developing various forms of entrepreneurship.	[SW1] oral statement/conversation/discussion [SW2] presentation/project/paper/report [SW5] implementation of a problem task
[EKONMU2_W11] knows the detailed principles of establishing and developing forms of individual entrepreneurship, using the knowledge of economics, finance and management sciences	By designing and testing business models, the student knows the detailed principles of creating and developing forms of individual entrepreneurship.	[SW1] oral statement/conversation/discussion [SW2] presentation/project/paper/report [SW5] implementation of a problem task
[MSGGL3_K05] correctly identifies, diagnoses and solves dilemmas and various options of solutions related to the profession	By designing and testing business models, the student correctly identifies, diagnoses and resolves dilemmas and various solution options.	[SK1] oral statement/conversation/discussion [SK2] presentation/project/paper/report [SK5] implementation of a problem task
[EKONL3_K01] recognises the importance of economic knowledge in identifying and solving economic problems and of consulting experts when difficulties in solving them independently	By designing and testing business models, the student recognizes the importance of economic knowledge in the process of identifying and solving economic problems.	[SK1] oral statement/conversation/discussion [SK2] presentation/project/paper/report
[MSGGL3_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	By designing and testing business models, the student uses his or her theoretical knowledge in economics to analyze and evaluate the functioning of business entities on the international market.	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report [SU5] implementation of a problem task
[LMMU2_U05] uses (legal, professional, ethical) normative systems and can effectively solve complex economic and social problems in logistics and mobility using them	When designing and testing business models, the student uses normative systems (legal, professional, ethical) and is able to use them to effectively solve complex economic and social problems in the field of logistics and mobility.	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report [SU5] implementation of a problem task

Subject contents	1. Characteristics of Small Businesses 2. Strategies for Individual Personal Life and Entrepreneurship: Home Business 3. Developing Creative Ideas for New Ventures 4. Planning New Ventures 5. Business Knowledge and Know-How: How to Learn Them? 6. Marketing Small Businesses 7. Building Customer Relationships 8. Financing Small Businesses I. Choosing Taxation Methods 9. Financing Small Businesses II. Strategies for Financing Working and Permanent Capital 10. Personal Management and Motivation 11. Expansion Strategies for Small Businesses 12. Entering International Markets: Internationalization of SMEs		
Prerequisites and co-requisites			
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	50% activity during group exercises 50% quality and innovation of the proposed business model	51.0%	100.0%
Recommended reading	Basic literature	1. Dean A. Shepherd, Michael P. Peters, Robert D. Hisrich, Entrepreneurship, Irwin Professional, 2007 2. How to set up your own small business, American Institute of Small Business, 1991 3. Cardullo M. Technological Entrepreneurism, Research Studies Press, 1999	
	Supplementary literature	Electronic publications provided by the instructor Business Model Case Study	
	eResources addresses		
Example issues/ example questions/ tasks being completed	Presentation of a business model based on your own idea Financial projection of revenue streams in three variants Presentation of methods for assessing promotional effectiveness Providing examples of expected stakeholder relationships		
Work placement	Not applicable		

Document generated electronically. Does not require a seal or signature.