Module description (syllabus): Planowanie gospodarcze

Module title:	**Planowanie gospodarcze**	**ECTS**	**4**
Module title translation:	Business Planning		
Module for study direction:	**Ekonomia**		

Module language: **angielski**		Study level: **2**	
Study cycle: **stacjonarne**	Module status: **kierunkowy - do wyboru**	Semester number: **3** **semestr zimowy**	
Academic Year from which module description is valid :		**2019/2020**	Catalogue number: **EKR-E-2S-3-16-KF-2019-EN**

Person in charge of the module:	**Aleksandra Chlebicka, dr**		
Teachers responsible for classes:	**Aleksandra Chlebicka, dr**		
Unit responsible for the module:	**Katedra Ekonomiki i Organizacji Przedsiębiorstw**		
Faculty in charge:	**Wydział Ekonomiczny**		
Objectives of the module:	a. developing knowledge and skills in planning as a managerial function b. developing skills in evaluating business concepts and identifying market potential for products and services c. learning how to write a successful business plan **Lectures** Planning as a function of management;Basic skills for planning; Types of plans; Planning methods and technics; Business Plan – structure and key elements;Company diagnosis; Market analysis; Competition analysis; Customer analysis; Key marketing decisions; Marketing-mix planning; Financial analysis;Funding pportunities;Tips for writing a good businessplan **Classes**		
Teaching forms and number of hours:	a. lectures - no of hours: full time study: 30, part-time study. 0		
Teaching methods:	discussion, lectures, case study, individual student projects		
Initial requirements and formal prerequisities:			
Learning outcomes:	**Knowledge - knows and understands:** 1- multi-faceted conditions for doing business	**Skills - can:** 2-cooperate and work in a group, also taking a leading role in it	**Competences - is ready for:** 3- to undertake business activities in an active and entrepreneurial way
Assessement methods:	evaluation of the presentation during the class (effects: 2), assessment of the project work (effects: 1, 2, 3), assessment of activities during classes (effects: 1)		
Formal documentation of the learning outcome:	projects		
Elements of the final grade and their weights:	evaluation of the presentation during the class - 10%, assessment of the project work - 80%, assessment of activities during classes - 10%		
Place of teaching:	classroom		
Teaching materials (obligatory and additional): 1. D. Sellars, Business Plan Project: A Step-by-Step Guide to Writing a Business Plan, Business Expert Press,2009 2. P. Lambing, Ch. Kuehl, Entrepreneurship, Pearson, 2013			
Remarks: +, ver-lw			

Quantitative indicators describing the module:	
Estimated total number of student work hours (contact and own work) necessary to achieve the learning outcomes assumed for the module - on this basis, complete the ECTS field:	**100/0**
The total number of ECTS points which the student receives in module requiring direct participation of academic teachers or other persons:	**1.4/0 ECTS**

Table of compliance of the directional learning outcomes with the effects of the module			
Outcome category	Learning outcomes for module:	Reference to effects for the study program for the direction of study	The impact of classes on the directional effect*)
Knowledge	1- multi-faceted conditions for doing business	EK2_KW06	3
Skills	2-cooperate and work in a group, also taking a leading role in it	EK2_KU05	3
Competences	3- to undertake business activities in an active and entrepreneurial way	EK2_KK02	3

*) 3 - advanced and detailed, 2 - significant, 1 - basic