

Module description (syllabus): Planowanie gospodarcze

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| Module title: | Planowanie gospodarcze | ECTS | 5 |
| Module title translation: | Business Planning | | |
| Module for study direction: | Erasmus | | |

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| 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-ERA |

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| 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 prerequisites: | | | |
| 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 |
| Assesement 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: | |
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| 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 | | | |
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| 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 |
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| Skills | 2-cooperate and work in a group, also taking a leading role in it | EK2_KU05 | 3 |
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| Competences | 3- to undertake business activities in an active and entrepreneurial way | EK2_KK02 | 3 |
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*) 3 - advanced and detailed, 2 - significant, 1 - basic