

## FACULTY OF MANAGEMENT

**SUBJECT CARD****Name of subject in Polish: Planowanie biznesu****Name of subject in English: Business planning****Main field of study (if applicable): Business Engineering****Specialization (if applicable): Business Intelligence****Profile: academic****Level and form of studies: 2nd level, full-time****Kind of subject: optional****Subject code W08IZZ-SM8021****Group of courses YES**

|  | Lecture                     | Classes | Laboratory | Project   | Seminar |
|--|-----------------------------|---------|------------|-----------|---------|
| Number of hours of organized classes in University (ZZU)   | <b>15</b>                   |         |            | <b>15</b> |         |
| Number of hours of total student workload (CNPS)   | <b>50</b>                   |         |            |           |         |
| Form of crediting  | <b>crediting with grade</b> |         |            |           |         |
| For group of courses mark (X) final course   | <b>X</b>                    |         |            |           |         |
| Number of ECTS points  | <b>2</b>                    |         |            |           |         |
| including number of ECTS points for practical classes (P)  |                             |         |            | <b>1</b>  |         |
| including number of ECTS points corresponding to classes that require direct participation of lecturers and other academics (BU) | <b>1,36</b>                 |         |            |           |         |

**PREREQUISITES RELATING TO KNOWLEDGE, SKILLS AND OTHER COMPETENCES**

1. Basic knowledge of management.

**SUBJECT OBJECTIVES**

C1 An acquaintance with principles of a business plan's preparation and presentation.

C2 Consolidation and practical application of knowledge about law and administrative business regulations.

C3 Training in a specific application of knowledge about strategic analysis, marketing planning and financial planning.

**SUBJECT EDUCATIONAL EFFECTS**

relating to knowledge:

PEU\_W01 Identifies inter-organizational relations and interactions of the organization with the environment. Explains and illustrates the impact of the environment on the activities of the organization when developing a business plan.

PEU\_W02 Has extended and in-depth substantive knowledge of the organization and operation of an enterprise necessary for running a business.

PEU\_W03 Knows and understands the norms and standards (economic, legal, organizational and ethical) for establishing and running a business.

PEU\_W04 Knows and understands the concepts, theories, methods and instruments in the field of economic and legal policy used to start and run a business.

relating to skills:

PEU\_U01 Is able to use the acquired knowledge in the selection of sources and information necessary to create a business plan.

PEU\_U02 Has the ability to analyze the causes and dynamics of phenomena in the organization's environment in the conditions of the market economy and the applicable economic and legal regulations in order to create a business plan and implement it.

PEU\_U03 Is able to analyze and evaluate the goals, features, elements, processes, functional areas in the enterprise as well as internal and inter-organizational relations in creating a business plan.

PEU\_U04 Is able to use the acquired knowledge to analyze economic phenomena and solve economic problems as well as adapt, justify and apply appropriate norms and standards (economic, legal, social) in the preparation and implementation of a business plan.

relating to social competences:

PEU\_K01

Is aware of the need for an independent, critical assessment of the scope and level of their knowledge of establishing and running a business Is prepared to independently search for areas of knowledge to supplement and skills to improve.

| PROGRAMME CONTENT |   |                 |
|-------------------|---|-----------------|
| Lecture           |   | Number of hours |
| Lec 1             | Entrepreneurship, sources of business ideas, business plan (structure and content).                         | 2               |
| Lec 2             | Economic activity - legal framework. Procedure for starting a business.                                     | 2               |
| Lec 3             | Methods for analyzing the macro-environment.  | 2               |
| Lec 4             | Methods for analyzing the micro-environment and the company's potential. Business environment institutions. | 2               |
| Lec 5             | Financial statements and indicators.  | 2               |
| Lec 6             | Sources of financing economic ventures.   | 2               |
| Lec 7             | Business plan implementation.   | 2               |
| Lec 8             | Written test.   | 1               |
|                   | Total hours   | 15              |

| Project  |  | Number of hours |
|----------|--|-----------------|
| Proj 1   | Introduction   | 1               |
| Proj 2   | The choice of the business enterprise's scope and form – presentations and discussion. | 2               |
| Proj 3   | Micro-environment of the companies analysis – presentations and discussion.            | 2               |
| Proj 4   | Macro-environment of the companies analysis – presentations and discussion.            | 2               |
| Proj 5   | The plan of marketing activities – presentations and discussion.                       | 2               |
| Proj 6   | Financial needs' forecast – presentations and discussion.                              | 2               |
| Proj 7-8 | Projects' acceptance and presentations.  | 4               |
|          | Total hours  | 15              |

| TEACHING TOOLS USED  |  |  |
|--|--|--|
| N1. multimedia presentation<br>N2. presentation of sub-tasks<br>N3. discussion<br>N4. project presentation |  |  |

#### EVALUATION OF SUBJECT LEARNING OUTCOMES ACHIEVEMENT

| Evaluation (F – forming during semester), P – concluding (at semester end)   | Learning outcomes code | Way of evaluating learning outcomes achievement |
|--|------------------------|---|
| F1   | PEU_W01-W04            | Written test                                    |
| F2   | PEU_U01-U03            | Assessment of the presentation of sub-tasks     |
| F3   | PEU_U04                | Assessment of preparation for discussion        |
| F4   | PEU_K01<br>PEU_U04     | Project defense                                 |
| P = F1+ F4 + F3 + F2<br>F1 up to 40 points, F4 up to 40 points, F3 up to 10 points, F2 up to 10 points<br>91-100 points = 5.0<br>81-90 points = 4.5<br>71-80 points = 4.0<br>61-70 points = 3.5<br>51-60 points = 3.0<br>0-50 points = 2.0 |                        |   |

| PRIMARY AND SECONDARY LITERATURE   |
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| <b><u>PRIMARY LITERATURE:</u></b><br>[1] Berry, T. (2006). Hurdle: the book on business planning: How to develop and implement a successful business plan. Palo Alto Software, Inc.<br>[2] David, F., & David, F. R. (2020). Strategic management: A competitive advantage approach, concepts and cases.<br>[3] Schwetje, G., & Vaseghi, S. (2007). The business plan: how to win your investors' confidence. Springer Science & Business Media. |
| <b><u>SECONDARY LITERATURE:</u></b><br>[1] Schramm, C. J. (2018). Burn the Business Plan: What Great Entrepreneurs Really Do. Simon and Schuster.<br>[2] Fiore, F. (2005). Write a business plan in no time. Que publishing.   |
| <b>SUBJECT SUPERVISOR (NAME AND SURNAME, E-MAIL ADDRESS)</b>   |
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