|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| To be filled in by the Field of Study Committee | Module (course block) name: **ERASMUS** | | | | | | | Module code: | | | | |
| Course name: **Business plan** | | | | | | | Course code: | | | | |
| Organisational Unit conducting the course/module: **Institute of economics** | | | | | | | | | | | |
| Field of study: **Economy** | | | | | Study cycle: bachelor | | | | | | |
| Mode of study: **full - time** | | | | | Study profile: **practical** | | | | | | |
| Year / semester:  **spring** | Course/module status: | | | | | Course/module language:  **english** | | | | | |
| Form of tuition | lecture | | class | laboratory | | project | | seminar | | | other (please, specify) |
| Course load (hrs) |  | | **15** |  | | **15** | |  | | |  |
| Module/course coordinator | | Ph.D. Marcin Bukowski | | | | | | | | | | |
| Lecturer | | Ph.D. Marcin Bukowski; Ph.D. Katarzyna Olszewska | | | | | | | | | | |
| Course/module objectives | | Ability to prepare and present a business plan for a newly created business venture | | | | | | | | | | |
| Entry requirements | | none | | | | | | | | | | |
| **LEARNING OUTCOMES** | | | | | | | | | | | | |
| No. | Learning outcome description | | | | | | | | | | | Reference to the learning outcomes for **Field of Study** |
| **Knowledge – the student**: | | | | | | | | | | | | |
| 01 | understands, explains and justifies the need for a business plan for a business venture. | | | | | | | | | | | K1P\_W04  K1P\_W11 |
| 02 | defines the components of a business plan. | | | | | | | | | | | K1P\_W04  K1P\_W08 |
| 03 | explains the impact of the external environment on business | | | | | | | | | | | K1P\_W03 K1P\_W04  K1P\_W07 |
| **Skills – the student:** | | | | | | | | | | | | |
| 04 | use the instruments of economics, management and marketing to build a business plan | | | | | | | | | | | K1P\_U02  K1P\_U04  K1P\_U08  K1P\_U15 |
| 05 | analyzes the socio-economic situation of project | | | | | | | | | | | K1P\_U07  K1P\_U09  K1P\_U16 |
| 06 | use computer programs in the financial analysis of a business venture | | | | | | | | | | | K1P\_U09 |
| 07 | create psychographic characteristics of potential customers | | | | | | | | | | | K1P\_U14  K1P\_U17 |
| **Social competences – the student:** | | | | | | | | | | | | |
| 08 | engages in various forms of knowledge acquisition | | | | | | | | | | | K1P\_K03  K1P\_K05  K1P\_K06 |
| 09 | understand the need to supplement and extend his competencies | | | | | | | | | | | K1P\_K10 |
| 10 | raises its competence in marketing management organization | | | | | | | | | | | K1P\_K08  K1P\_K16 |
| **CURRICULUM CONTENTS** | | | | | | | | | | | | |
| **Classes** | | | | | | | | | | | | |
| Business plan: goals and definitions; Types, functions and structure of the business plan. Assessment of the feasibility of the project; Business Plan Structure. Factors of project efficiency. Market analysis. Analysis of competition. Identify potential customers. Financial and marketing objectives for the proposed business venture. Marketing plan for marketing mix. Technical (investment) plan for the projected business Organizational plan for the projected business; Financial plan - economic analysis of the project | | | | | | | | | | | | |
| **Project** | | | | | | | | | | | | |
| Project of businessplan for new company | | | | | | | | | | | | |
| Basic literature | | | 1. K. Opolski, K. Waśniewski, Biznesplan, Jak go budować i analizować?, Wydawnictwo Fachowe CeDeWu Sp. z o.o. Warszawa 2011 2. J. Pasieczny, Biznesplan. Skuteczne narzędzie pracy przedsiębiorcy, PWE Warszawa 2007 | | | | | | | | | |
| Additional literature | | | 1. R. Krupski (red), Zarzadzanie strategiczne; koncepcje – metody, Wydawnictwo Akademii Ekonomicznej im. Oskara Langego, Wrocław 2007 2. W. Gabrusewicz, M. Remlein, sprawozdanie finansowe przedsiębiorstwa, Warszawa 2006 3. Biznes plan dla rozpoczynających działalność gospodarczą, Projekt współfinansowany przez UE w ramach Funduszu Społecznego atwdb.pl/artykuly/biznesplan1.pdf, 19.04.2016 | | | | | | | | | |
| Teaching methods | | | Classes using multimedia tools.  Exercises - discussion, case study | | | | | | | | | |
| Form and terms of awarding credits | | | Project - positive business plan evaluation  Exercise - positive test score | | | | | | | | | |
| **Learning outcomes verification methods** | | | | | | | | | | | Learning outcome number | |
| The written exam | | | | | | | | | | | 1-3 | |
| Evaluation and presentation of the business plan | | | | | | | | | | | 4-10 | |
| STUDENT WORKLOAD | | | | | | | | | | | | |
| Type of activity/tuition | | | | | | | Number of hours | | | | | |
| Total | | | Activities related to practical professional preparation | | |
| Participation in lectures | | | | | | | 0 | | |  | | |
| Independent study of lecture topics | | | | | | | 15 | | |  | | |
| Participation in classes and laboratories\* | | | | | | | 15 | | | 15 | | |
| Independent preparation for classes\* | | | | | | | 30 | | | 30 | | |
| Preparation of projects/essays/etc. \* | | | | | | | 40 | | | 40 | | |
| Preparation for examination/credit awarding test | | | | | | | 30 | | | 30 | | |
| Participation in consultation hours | | | | | | | 5 | | |  | | |
| Other | | | | | | | 30 | | | 30 | | |
| TOTAL student workload in hours | | | | | | | 165 | | | 145 | | |
| **Number of ECTS credits for the course** | | | | | | | **6** | | | | | |
| **Number of ECTS credits assigned to the scientific discipline** | | | | | | | **Management and quality science 5,5**  **Law science 0,5** | | | | | |
| Number of ECTS credits associated with practical classes\* | | | | | | | **5,3** | | | | | |
| Number of ECTS credits for classes which require direct participation of lecturers | | | | | | | 1,3 | | | | | |