

1. Course information in compliance with the Study Programme of MANAGEMENT									
Course Name: <b>Planning of Business Activity</b>							Course Code: <b>C9</b>		
Type of studies: <b>Bachelor's Full-time / Part-time</b>				Profile of education: <b>PRACTICAL</b>			Specialization scope: <b>all</b>		
Year: <b>III</b> Term: <b>5</b>				Course /module status: <b>obligatory / field course</b>			Course / module language: <b>English</b>		
Type of classes	Lectures	Practical classes			Total	consultation	ECTS Credits		
		tutorials	laboratory classes	seminars			Classes with lecturer	Independent work of student	Total
Teaching Hours Full time studies	-	-	30	-	30	3	1,2	0,8	2
including practical classes	-	-	30	-	30	3	1,2	0,3	1,5
Teaching Hours Part time studies	-	-	20	-	20	2	0,8	1,2	2
including practical classes	-	-	20	-	20	2	0,8	0,7	1,5
Form of examination	<b>Graded pass</b>								
Course / module Coordinator	<b>mgr Piotr Kasprzak</b>								
Lecturers	<b>mgr Piotr Kasprzak</b>								
Priority effects of the item specified in the Senate resolution			<b>Z_W02, Z_W08, Z_U04, Z_U08, Z_K04</b>						
<b>2. Lecturer tasks</b>									
<b>Course learning objectives:</b>									
The aim of the course is to present the basic issues related to the creation and evaluation of business plans. In particular, issues such as: functions and methods of planning, techniques for estimating demand and sales, schedules, business plan.									

Subject code	Expected learning outcomes	Reference to learning outcomes for the field of Management
<b>Knowledge</b>		
<b>W_01</b>	The student knows and understands the principles of building an organizational strategy, traditional and modern business planning models, understands the role of internal and external stakeholders of the organization, as well as the role of innovation, creativity and entrepreneurial attitude in business planning.	<b>Z_W02 Z_W08</b>
<b>Skills</b>		
<b>U_01</b>	The student can analyze the attractiveness of a market opportunity for a new business venture using theoretical knowledge and market information.	<b>Z_U04 Z_U08</b>
<b>Social competence</b>		
<b>K_01</b>	The student is ready to run a business responsibly	<b>Z_K04</b>
Topics of particular classes with the number of hours		
<p style="text-align: center;"><b>LABORATORY (Practical classes)</b></p> <p>Lab 1 – Business plan: essence, goals, features and types, functions of the business plan of the enterprise. Structure of the business plan of the enterprise 3h/2h.</p> <p>Lab 2 – Structure and preparation phases of the business plan of the enterprise 6h/4h:</p> <ul style="list-style-type: none"> <li>- Developing the strategic part of the business plan,</li> <li>- Developing of the operational part of the business plan.</li> <li>- Developing of the financial part of the business plan.</li> </ul> <p>Lab 3 – Practical problems related to the preparation of a business plan in a particular investment application 3h/2h.</p> <p>Lab 4 – Preparation of materials for the analysis of a new entity 3h/2h.</p> <p>Lab 5 – Sources of financing business activity and their cost 3h/2h.</p> <p>Lab 6 – Business taxation strategies 3h/2h.</p> <p>Lab 7 – Financial planning 6h/4h.</p> <p>Lab 8 – Detailed structure of the business plan and rules for developing individual parts 3h/ 2h.</p>		
<b>Methods of teaching</b>	Work in groups - project implementation, presentation of work results, discussion. Presentation of the selected concept and action plan. mat analysis filmmaking. Analysis and case studies	

Literature	1. Barrow C., Biznesplan w małej firmie, Wyd. Helion (książka dostępna także w języku angielskim), Gliwice, 2019 2. Paul Barrow, Robert Brown, Business Plan Workbook, Wyd. Kogan Page, 2021 3. C. Parolini, Business Planning: Turning an Idea into a Reality, Cinzia Parolini; Edycja New - Unabridged 2021 4. P. Stimpson, A. SmithBusiness Management for the IB Diploma Coursebook, Cambridge University Press, 2015				
Optional Literature	1. Allan Kennedy, Gary Godin, Instagram Marketing Secrets 2021: The Ultimate Beginners Guide to Grow your Following, Become a Social Media Influencer with your Personal Brand, Set a Business Plan and Make More Money, Independently Published 2021 2. How to Write a Business Plan, Wyd. Kogan Page, 2021 3. J. Alexander, Alexander, J: Financial Planning & Analysis and Performance, Wiley 2020 4. E. Yayici, Business Analysis Methodology Book, Emrah Yayici 2015				
3. Tasks and time of independent student work					
Tasks descriptions		Number of hours		ECTS Credits	
		Full-time	Part-time	Full-time	Part-time
The tasks of theoretical		12,5	12,5	0,5	0,5
Preparation for classes and test		12,5	12,5	0,5	0,5
The tasks shaping practical skills		7,5	17,5	0,3	0,7
Preparation of documentation related to the establishment of a production or service company		7,5	17,5	0,3	0,7
TOTAL student workload in hours		20	30	0,8	1,2
4. Methods of verification and documentation of the learning outcomes assessment					
Symbol of learning outcomes	Methods of verification and documentation				
W_01	Final evaluation of performance in the field of knowledge				
U_01	Completion of the documentation project related to the establishment of a selected business company				
K_01	Evaluation during laboratory classes				
	<b>Basic criteria of assessment:</b>  The grade from the laboratory exercises is the arithmetic mean of positive grades for all practical tasks. For a positive mark, more than 50% of points should be obtained from each form of classes. Assessment criteria: up to 50% - insufficient 51% - 60% - satisfactory 61% - 70% - a sufficient plus 71% - 80% - good 81% - 90% - a good plus from 91% - very good				