Field of study:

Management

> **Subject: Business Plan**

Level of study: graduate studies
System of study: Full-time
Profile of studies: general academic
Subject: Business Plan

Form of classes and the ECTS points

	Number of hours	ECTS points	Credit
lectures	15		exam
Total	15	3	

Aims of teaching

To familiarise students with the theory and practice of creating and controlling of a business plan.

Intended learning outcomes

KNOWLEDGE		
SYMBOL	**DESCRIPTION**	**REFERENCE TO THE PROFILE OUTCOME**
P_W1	The students knows the theoretical background concerning the business plan, models and tools used in the process of the business plan preparation.	Zarz_WG01_Mgr Zarz_WG02_Mgr Zarz_WG03_Mgr Zarz_WG04_Mgr Zarz_WG05_Mgr Zarz_WG08_Mgr
P_W2	The student has knowledge regarding elements of strategic and tactical management useful in the process of creation snd evaluation of the business plan.	Zarz_WG02_Mgr Zarz_WG03_Mgr Zarz_WG04_Mgr

SKILLS		
SYMBOL	**DESCRIPTION**	**REFERENCE TO THE PROFILE OUTCOME**
P_U1	The student is able to constructively choose appropriate analytical techniques and is able correctly conclude and build coherent startegic solutions, useful in the business plan development.	Zarz_UW01_Mgr Zarz_UW02_Mgr Zarz_UW04_Mgr Zarz_UK01_Mgr
P_U2	The student is able to critically analyse and evaluate ready buisness plan as far as its coherency and content is concerned.	Zarz_UW02_Mgr Zarz_UW03_Mgr Zarz_UW04_Mgr Zarz_UW11_Mgr Zarz_UK01_Mgr

SOCIAL COMPETENCES		
SYMBOL	**DESCRIPTION**	**REFERENCE TO THE PROFILE OUTCOME**
P_K1	The student is able to critically evaluate and discuss in a team, all possible solutions in the process of the creation, evaluation and control of the business plan.	Zarz_KK01_Mgr Zarz_KK02_Mgr Zarz_KK03_Mgr Zarz_KO02_Mgr Zarz_KO03_Mgr Zarz_KO04_Mgr Zarz_KO06_Mgr Zarz_KR03_Mgr

Course content

NUMBER	DESCRIPTION	FORM OF CLASSES	NUMBER OF HOURS
1	Organization management as a process. The importance of the planning function in the organization. Main challenges depending on the nature of the organization. Definition of a business plan. The organizational context of a business plan - when is a business plan needed in an organization? The main elements of the business plan preparation process. The diagnosis of the enterprise as an element of preparation for the business plan. The main elements of the business plan, the main indicators of effectiveness vs. industry conditions.	lectures	8 / 8
2	Business plan presentation. Business plan implementation. Organizational conditions for the success of the business plan implementation. Business plan in the process of attracting new investors. Business plan for start-up initiatives. Risks of implementing a business plan in various organizational contexts. Online business plan models - how to use online tools.	lectures	7 / 7

Conditions of completion

TYPE OF CREDIT	CREDIT INFLUENCE (IN %)
Exam (for the lecturers only)	100

Teaching methods

- group discussion
- case studies
- analysis of practical examples
- exam
- lecture

Reading (compulsory)

- Barrow C.. The business plan workbook 2008
- Pisnon L. Anatmy of a business plan 2008

Reading (additional)

- Lack of literature

Odniesienie efektów przedmiotowych do efektów kierunkowych, treści kształcenia, metod weryfikacji

SYMBOL	REFERENCE OF A GIVEN OUTCOME TO THE PROFILE OUTCOME	REFERENCE OF A GIVEN OUTCOME TO THE COURSE CONTENT	REFERENCE OF A GIVEN OUTCOME TO THE VERIFICATION METHODS
KNOWLEDGE			
P_W1	Zarz_WG01_Mgr Zarz_WG02_Mgr Zarz_WG03_Mgr Zarz_WG04_Mgr Zarz_WG05_Mgr Zarz_WG08_Mgr	1 2	exam
P_W2	Zarz_WG02_Mgr Zarz_WG03_Mgr Zarz_WG04_Mgr	1 2	exam
SYMBOL	REFERENCE OF A GIVEN OUTCOME TO THE PROFILE OUTCOME	REFERENCE OF A GIVEN OUTCOME TO THE COURSE CONTENT	REFERENCE OF A GIVEN OUTCOME TO THE VERIFICATION METHODS
SKILLS			
P_U1	Zarz_UW01_Mgr Zarz_UW02_Mgr Zarz_UW04_Mgr Zarz_UK01_Mgr	1 2	group discussion
P_U2	Zarz_UW02_Mgr Zarz_UW03_Mgr Zarz_UW04_Mgr Zarz_UW11_Mgr Zarz_UK01_Mgr	1 2	group discussion
SYMBOL	REFERENCE OF A GIVEN OUTCOME TO THE PROFILE OUTCOME	REFERENCE OF A GIVEN OUTCOME TO THE COURSE CONTENT	REFERENCE OF A GIVEN OUTCOME TO THE VERIFICATION METHODS
SOCIAL COMPETENCES			
P_K1	Zarz_KK01_Mgr Zarz_KK02_Mgr Zarz_KK03_Mgr Zarz_KO02_Mgr Zarz_KO03_Mgr Zarz_KO04_Mgr Zarz_KO06_Mgr Zarz_KR03_Mgr	2	group discussion