



Field of study:

Management

Subject: Small & Family Business

Level of study: undergraduate studies

System of study: Full-time

Profile of studies: general academic

Subject: Small & Family Business

Form of classes and the ECTS points

	Number of hours	ECTS points	Credit
lectures	15		exam
exercises	15		credit with mark
Total	30	5	

Aims of teaching

Learning skills and acquiring knowledge critical for entrepreneurs and small business owners

Intended learning outcomes

KNOWLEDGE		
SYMBOL	DESCRIPTION	REFERENCE TO THE PROFILE OUTCOME
P_W1	Students have knowledge about structures, clients and responsibilities of small companies, practices of successful small businesses and the challenges they have been facing.	Zarz_WG13_Lic Zarz_WK01_Lic Zarz_WK04_Lic Zarz_WK05_Lic
SKILLS		
SYMBOL	DESCRIPTION	REFERENCE TO THE PROFILE OUTCOME
P_U1	Student can analyze opportunities and challenges of small business in various environments. Student can use their knowledge in running a small company.	Zarz_UW01_Lic Zarz_UW04_Lic Zarz_UW05_Lic Zarz_UW11_Lic Zarz_UK01_Lic Zarz_UK03_Lic Zarz_UO01_Lic Zarz_UU01_Lic
SOCIAL COMPETENCES		
SYMBOL	DESCRIPTION	REFERENCE TO THE PROFILE OUTCOME
P_K1	Students are able to manage, communicate, cooperate and negotiate successfully in multicultural environments.	Zarz_KO02_Lic Zarz_KO03_Lic Zarz_KO04_Lic Zarz_KO05_Lic Zarz_KR01_Lic

Course content

NUMBER	DESCRIPTION	FORM OF CLASSES	NUMBER OF HOURS
1	Introduction to Small & Family Business	lectures exercises	1 / 1 0 / 1

NUMBER	DESCRIPTION	FORM OF CLASSES	NUMBER OF HOURS
2	Planning in Small Business	lectures exercises	5 / 5 0 / 5
3	Small & Family Business and Entrepreneurship	lectures exercises	2 / 2 0 / 2
4	Marketing, Advertising & PR for Entrepreneurs	lectures exercises	6 / 12 6 / 12
5	Key issues in Small Business	lectures exercises	1 / 4 3 / 4
6	Leadership and HR in Small Enterprises	lectures exercises	0 / 3 3 / 3
7	Revision and Zero Exam	lectures exercises	0 / 3 3 / 3

Conditions of completion

LECTURES

TYPE OF CREDIT	CREDIT INFLUENCE (IN %)
Exam (for the lecturers only)	50
Presence in classes	10
Class work	40

EXERCISES

TYPE OF CREDIT	CREDIT INFLUENCE (IN %)
Presence in classes	20
Class work	80

Teaching methods

- brainstorming
- exercises
- group work
- lectures
- lectures accompanied by an analysis of case studies
- lectures with discussion
- movies
- multimedia presentations
- Analysis of commercials

Reading (compulsory)

- Ricky W. Griffin. Management 2017
- Kotler P., Keller K. L.. Marketing Management (14th Edition) 2012

Reading (additional)

- Próba M. P., Grün A. Zarządzanie i bycie zarządzanym. Ćwiczenia dla menedżerów i ich podwładnych 2014

- Marek Matejun. Zarządzanie małą i średnią firmą w teorii i w ćwiczeniach 2012

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_WG13_Lic Zarz_WK01_Lic Zarz_WK04_Lic Zarz_WK05_Lic	2 3 4 5 6 7	Active class participation Active participation in classes in solving tasks, examples and case studies Exam Group discussion active participation in classes Discussion during lectures
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_Lic Zarz_UW04_Lic Zarz_UW05_Lic Zarz_UW11_Lic Zarz_UK01_Lic Zarz_UK03_Lic Zarz_UO01_Lic Zarz_UU01_Lic	1 2 3 4 5 6 7	Active class participation Active participation in classes in solving tasks, examples and case studies Discussion during lectures Exam Group discussion active participation in classes
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_KO02_Lic Zarz_KO03_Lic Zarz_KO04_Lic Zarz_KO05_Lic Zarz_KR01_Lic	1 2 3 4 5 6 7	Active class participation Active participation in classes in solving tasks, examples and case studies Discussion during lectures Exam Group discussion active participation in classes