

To be filled in by the Field of Study Committee	Module (course block) name: <b>ERASMUS</b>				Module code:		
	Course name: <b>BUSINESS PLAN</b>				Course code:		
	Organisational Unit conducting the course/module: <b>INSTITUTE OF ECONOMICS</b>						
	Field of study: <b>ECONOMY</b>						
	Mode of study: <b>FULL - TIME</b>		Study profile: <b>PRACTICAL</b>		Mode of study: <b>ECONOMY/ ERASMUS</b>		
	Year / semester: <b>SPRING</b>		Course/module status: <b>OPTIONAL</b>		Course/module language: <b>ENGLISH</b>		
	Form of tuition	lecture	class	laboratory	project	seminar	other (please, specify)
	Course load (hrs)		<b>15</b>		<b>15</b>		
Module/course coordinator		Ph.D. eng. Marcin Bukowski					
Lecturer		Ph.D. eng. 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					
<b>LEARNING OUTCOMES</b>							
No.	Learning outcome description					Reference to the learning outcomes for <b>Field of Study</b>	
<b>Knowledge – the student:</b>							
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	
<b>Skills – the student:</b>							
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	
<b>Social competences – the student:</b>							
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	
<b>COURSE CONTENT</b>							
<b>Classes</b>							
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			
<b>Project</b>			
Project of businessplan for new company			
Basic literature	<ol style="list-style-type: none"> <li>McKeever, How to write a business plan, Bang Printing 2019</li> <li>Hughes P M., Writing your Business Plan with MSBDC Template Tools, Middletown Small Business Development Center, 2009</li> </ol>		
Supplementary literature	<ol style="list-style-type: none"> <li>Barrow C., Barrow P., Brown R., The Bussiness Plan Workbook, Cambrian Printers Ltd, 2005;</li> <li>Internet</li> </ol>		
Onsite teaching methods	Classes using multimedia tools. Exercises - discussion, case study		
Teaching methods including methods and techniques of remote teaching	not included		
<b>Learning outcomes verification methods</b>			Learning outcome number
The written exam			1-3
Evaluation and presentation of the business plan			4-10
Form and terms of awarding credits	Project - positive business plan evaluation Exercise - positive test score		
<b>STUDENT WORKLOAD</b>			
Type of activity/tuition	Number of hours		
	Total	Activities related to practical professional preparation	Participation in classes conducted with the use of methods and techniques of remote teaching
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	
<b>TOTAL student workload in hours</b>	165	145	0
<b>Number of ECTS credits for the course</b>	<b>6</b>		
<b>Number of ECTS credits ascribed to a scientific discipline</b>	5,5 (management and quality science) 0,5 (law science)		
<b>Number of ECTS credits relevant to practical professional education</b>	5,3		
Number of ECTS credits relevant to remote education (tuition involving the use of methods and techniques of remote teaching)	0		
Number of ECTS credits for classes which require direct participation of lecturers	1,3		