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| Course title | | Tools for Business Planning | | | | | | ECTS code | | 14.3.EE.SL.3622 | | |
| | | | | | | | | ECTS credits | | 3 | | |
| Name of unit administrating study | | KET | | Field of study | | Economics | | Field of specialisation | | L&M; | | |
| Teaching staff | | Barbara Pawłowska, Associate Professor ; Monika Bąk, Associate Professor ; Elżbieta Adamowicz, PhD | | | | | | | | | | |
| Number of hours | | | | | | | | | | | | |
| Lectures | 0 | Classes | 0 | Tutorials | 0 | Laboratory | 30 | Seminars | 0 | Language classes | 0 | |
| Forma aktywności | | | | | | | Year&Type of studies* | | 1 SS2, | | | |
| Hours with the participation of the academic teacher (including office hours, exams, others): | | | | | | | Semester: | | 2, | | | |
| Hours without the participation of the academic teacher (student's self-study, homeworks): | | | | | | | Type of course: | | obligatory | | | |
| Total number of hours: | | | | | | | 0 | | Language of instruction: | | English | |
| Teaching form | | in-class learning | | | | | | | | | | |
| Teaching methods | | Work in computer laboratories, Collaborating, group activities, projects in groups | | | | | | | | | | |
| Prerequisites (required courses and introductory requirements) | | | | | | | | | | | | |
| Required courses | | Basic knowledge of the company's operation on the market and financial analysis | | | | | | | | | | |
| Introductory requirements | | Good command of English | | | | | | | | | | |
| Assessment method, forms and criteria | | | | | | | | | | | | |
| Assessment method | | Course completion (graded) | | | | | | | | | | |
| Assessment criteria | | <p>The final grade consists of the number of points obtained by the student for:</p> <ul style="list-style-type: none"> • developing a business plan of the enterprise - 20 points, • presentation of the assumptions of the business plan - 10 points, • activity during classes - from 0 to 5 points, <p>The final grade is determined in accordance with the Study Regulations.</p> | | | | | | | | | | |
| Course objectives | | | | | | | | | | | | |
| <p>To acquaint the student with the principles of the company's functioning and the methods of analyzing the company's financial situation. The student learns the methods and tools for modeling the phenomena and processes that determine the company's activity and completes the proposed financial model. Particular attention will be paid to the approach to logistics processes in the enterprise.</p> <p>The student acquires in-depth knowledge of the relationship between macroeconomic phenomena, market entities, especially competitive companies, which enables the development of a company's strategy and marketing plan.</p> | | | | | | | | | | | | |
| Learning outcomes | | | | | | | | | | | | |
| Knowledge | | E2_W05 | | Student has an extended knowledge of the human being as a manufacturer and consumer and extended knowledge of the human being as a creator of culture and social structures, which can be used to creat business plan | | | | | | | | |
| | | E2_W07 | | Student has an in-depth knowledge of economic and financial principles governing the functioning and management of economic entities and organisations, as well as of systems of legal, rganisational, professional, moral and ethical norms and rules organising public structures and institutions, which should be taken into consideration in drawing up of business plan | | | | | | | | |
| | | E2_W11 | | Student knows the detailed principles of establishing and developing business plan, using the knowledge of economics, finance and management sciences | | | | | | | | |
| Verification of learning outcomes - Knowledge | | | | | | | | | | | | |
| Outcomes | | | | | | | | | | | | |

| | written exam | oral exam | test | essay/paper /portfolio | tasks/ homeworks | individual presentation | group presentation | classroom activities | classroom discussion | individual project | group project |
|--------|--------------|-----------|------|------------------------|------------------|-------------------------|--------------------|----------------------|----------------------|--------------------|---------------|
| E2_W05 | | | | | | | X | | X | | X |
| E2_W07 | | | | | | | | | X | | X |
| E2_W11 | | | | | | | | | | | X |

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| Skills | E2_U06 | The student is able to practically apply various forms and scope of acquired knowledge in the field of economics, finance and management when creating a business plan, supplementing it with an independent critical analysis of its effectiveness and usefulness |
| | E2_U14 | Student can appropriately identify priorities and plan and organise tasks related to creation of business plan, as well as monitor and assess progress |
| | E2_U15 | Student can independently expand and improve acquired knowledge and skills in creation of business plan; is open to new ideas and techniques; tends to learn using any accessible method and to interact with other participants of the learning process |

Verification of learning outcomes - Skills

| Outcomes | written exam | oral exam | test | essay/paper /portfolio | tasks/ homeworks | individual presentation | group presentation | classroom activities | classroom discussion | individual project | group project |
|----------|--------------|-----------|------|------------------------|------------------|-------------------------|--------------------|----------------------|----------------------|--------------------|---------------|
| E2_U06 | | | | | | | X | | X | | X |
| E2_U14 | | | | | | | | X | | | X |
| E2_U15 | | | | | | | X | | | | X |

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| Attitudes | E2_K05 | Student correctly identifies, diagnoses and resolves dilemmas and alternative solutions related to business plan |
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Verification of learning outcomes - Attitudes

| Outcomes | written exam | oral exam | test | essay/paper /portfolio | tasks/ homeworks | individual presentation | group presentation | classroom activities | classroom discussion | individual project | group project |
|----------|--------------|-----------|------|------------------------|------------------|-------------------------|--------------------|----------------------|----------------------|--------------------|---------------|
| E2_K05 | | | | | | | X | X | X | | X |

Course contents

- Summary of basic information in the field of financial and economic analysis, which will be used in the classroom; presenting the assumptions of the case study method to create a model company.
- Development of the financial plan of the company X in a spreadsheet: calculation of basic data for the financial plan in Excel on the basis of information prepared by the teacher; preparation of the company's profit and loss account and balance sheet in an Excel spreadsheet; preparation of a cash flow statement;
- Project performance evaluation and sensitivity analysis for the project.
- Discussion of the substantive requirements for a correct business plan - the main components, formal requirements and the technical side of the document.
- Preparation of the business plan of company X:
 - Preparation of information on the profile and scope of the company's operations;
 - Preparation of a technical and organizational plan,
 - Assumptions of the strategic plan of the project - main goal, partial goals, mission and vision of the company;
 - Development of a marketing plan;
 - Preparation of the financial plan of the project - interpretation of data, financial statements.
- Preparation of the presentation of the business plan in Power Point
- Individual presentations of business plans, assessment and discussion of business plans.



Recommended reading lists

1. Abrams R., Successful Business Plan: Secrets & Strategies, Planing Shop, 2019
2. Blackwell E., How to prepare business plan, Kogan Page, London 1993.
3. Gospodarowicz M., Ślęzak E., Corporate financial analysis, Warsaw School of Economics, Warszawa 2015.

Contact

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* SS1- undergraduate studies * SS2 - graduate studies * SDang - doctoral studies
** MSG - International Economic Relations