

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

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

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