

ITEM CARD (SYLLABUS)

Description of the course

Code course		Course name	BUSINESS PLAN		
IBF/O/I/S/B1.30			BIZNES PLAN		
Language		English			
Academic Year		2024/2025			
Direction of study		International Business and Finance			
Level of education (study)		Level 1			
Profile of education (study)		General academic			
Form of study		Stationary			
Semester / semesters		2			
Belonging to a course groups		B1-Compulsory courses specific to the field of study			
Course status		Compulsory			
Form of classes, hours, ECTS points		Form of classes	Number of hours	Number of ECTS points	
		Lecture	[h]	2 ECTS	
		Exercises	[h]		
		Seminar	20 [h]		
Relationship of subject	with profile of education (study)	Related to conducted scientific activity in the field of economics and finance			2 ECTS
	with qualifications	-----			ECTS
	with discipline	Economics and finance			2 ECTS
Form of teaching		traditional - classes organized at the University			
The criterion for the selection of students		All students of International Business and Finance			
Unit running course		Department of Business and International Finance			
Coordinator		PhD Łukasz Wójtowicz			
Faculty www address		http://weif.uniwersytetradom.pl			
E-mail, phone number of coordinator		l.wojtowicz@uthrad.pl, 48 361-74-10			

COURSE OUTCOMES, METHODS OF TEACHING AND VERIFICATION OF THE EFFECTS OF EDUCATION

Purpose of the course:	The aim of this subject is to prepare students for independently creating comprehensive business plans for new or existing enterprises.
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Course teaching content:	<p>The course content is related to conducted scientific research.</p> <p>Seminar content:</p> <p>I. Introduction to Business Planning (4h, W1, U1, U2, K1, BN)</p> <ul style="list-style-type: none"> • Definition of a business plan and its significance for enterprises • Analysis of different types of businesses and their characteristic features • Setting business goals and defining marketing strategies <p>II. Strategic Planning (3h, W1, U1, U2, K1, BN)</p> <ul style="list-style-type: none"> • Understanding the process of strategic planning • Analysis of the business environment and evaluation of business risks • Determining strategic goals and directions for business development <p>III. Market Analysis (3h, W1, U1, U2, K1, BN)</p> <ul style="list-style-type: none"> • Understanding the market and market segmentation • Market research techniques, including primary and secondary market research • Competitor analysis and assessment of market potential <p>IV. Business Project Management (3h, W1, U1, U2, K1, BN)</p> <ul style="list-style-type: none"> • Understanding the concepts of project management • Identification and management of project risks • Planning, coordinating, and controlling project activities <p>V. Development of a Business Plan (3h, W1, U1, U2, K1, BN)</p> <ul style="list-style-type: none"> • Structure and components of a business plan • Planning marketing and promotional activities • Planning resources and investment requirements <p>VI. Presentation of the Final Project (4h, W1, U1, U2, K1, BN)</p>
	<p>Method of teaching:</p> <p><i>instructional methods (lecture including multimedia techniques with elements of discussion);</i> <i>practical methods (demonstration, analytical exercises)</i></p>
	<p>Grading criteria, criteria for assessing learning outcomes, method of calculating the final grade:</p> <p><i>The condition for passing the course is achieving all the required learning outcomes specified for the course.</i></p> <p>Seminar - the grade is determined by the following: 30% class participation and activity, 70% grade on the written project.</p>

Education effects for the course in relation to the direction effects and form of classes				Verification methods of learning outcomes (form check)	
Number of education effect	Description effects of education for the subject (PEU) Student who has completed the course (W) knows and understands/(U) is able to /(K) is ready to:	Directional learning effect (KEU)	Form of realization of teaching	Examination form	Form check
W1	He/she knows and understands the process of planning and making decisions regarding individual resources and areas of operation of the enterprise at an advanced level.	K_W13	Seminar	Pass with a grade	Project
U1	He/she is able to correctly gather and select, in terms of relevance and comparability, the necessary data for creating a business plan.	K_U05	Seminar	Pass with a grade	Project
U2	He/she is capable of evaluating the usefulness of typical methods, procedures, and best practices for	K_U07	Seminar	Pass with a grade	Project

	implementing a business plan for a business venture, as well as analyze proposed solutions to specific problems and propose appropriate resolutions for contentious issues.				
K1	He/she is prepared for critical evaluation of their knowledge and recognizes the significance of knowledge in solving cognitive and practical problems.	K_K01	Seminar	Pass with a grade	Discussion/ activity during course/Project

Recommended reading, literature supplement, teaching aids					
<ol style="list-style-type: none"> Blank S., Dorf B., The Startup Owner's Manual: The Step-by-Step Guide for Building a Great Company, 2020 Gassmann O., Frankenberger K., Csik M., The Business Model Navigator: 55 Models That Will Revolutionize Your Business, 2013. Osterwalder A., Pigneur Y., Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers, 2012. Wójtowicz Ł., Nowak M., The effectiveness of management control as a tool for developing the quality of educational services in the public sector, Central European Review of Economics & Finance Vol. 40 No. 5 (2022), p. 36-46. Wójtowicz Ł., Stadnicki P., Lipa A.: Praktyka Work-Life Balance w kształtowaniu się pozycji konkurencyjnej organizacji, (red.) A. Jajuga, P. Woźniak, Ł. Szacoń [w:] Development of regions and organizations Corporate social responsibility, Politechnika Lubelska, Lublin 2019. Wójtowicz Ł.: Syndrom wypalenia zawodowego w aspekcie bezrobocia, Development of regions and Organizations – challenges for economics and management sciences. The leader of the XXI century, Politechnika Lubelska, Lublin 2017. 					
A detailed list of additional literature, web sources and teaching aids will be provided by a teacher during the first class					

Student workload needed to achieve the assumed learning outcomes - balance of ECTS points			
Participation in classes, activities	Student's working hours [h]		
	Other hours. Contact (IGK)	Classes without a teacher – student's own work (ZBN)	Classes
Participation in Lectures/ Seminars	X	X	20[h]
Participation in Exercises/Laboratories	X	X	X
Participation in the Consultation	5[h]	X	X
Preparing to lectures/ exercises/seminars Preparation for an examination	X	25[h]	X
Summary of student's workload	5[h]/0,2 ECTS	25 [h]/ 1 ECTS	20 [h]/ 0,8 ECTS
Points of ECTS for subject	50 [h] / 2 ECTS		

Additional information and remarks
<p>For students with special needs, including those with disabilities and chronic illnesses, the methods and forms of verifying learning outcomes specified above (in the course syllabus) are appropriately adjusted to meet the individual needs of these students.</p> <p>"The detailed rules and rights of students with special needs, including those with disabilities and chronic illnesses, regarding participation, assessment, and examinations, are specified in the Study Regulations, Study Rules, and Procedures for Ensuring Accessibility of the Educational Process for Students with Special Needs, including those with disabilities and chronic illnesses."</p>

