



**FACULTY: *Economic and Social Sciences***  
**COURSE: *Economics***  
**LEVEL OF EDUCATION: *first-level studies (bachelor)***  
**FORM OF EDUCATION: *full-time***  
**PROFILE: *practical***

## SUBJECT CARD (Syllabus)

Course name: <b>CREATING A BUSINESS PLAN – university-opened lecture</b>					ECTS credits: <b>0.5</b>	
Instructor: according to the cast and timetable						
Year: <b>1, 2, 3</b>	Lectures	Seminars	Laboratory exercises	Exercise	BUNA*	Form of credit*
Semester: <b>2,4,6</b>	<b>15</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>Z</b>
*W-lecture E – exam; Z – pass; ZO – passing with an assessment; BUNA – without the participation of an academic teacher						
<b>Subject Purpose:</b> Presentation of relevant content on the creation of a business plan. Developing the ability to construct and analyze a business plan, with particular emphasis on financial plans. The use of knowledge in the field of economic and marketing analysis in professional practice. Education of the ability to draw up a business plan.						
<b>Didactic methods:</b> 1. giving – an information lecture, 2. problem – problem lecture, 3. activating – discussion.						
<b>Prerequisites:</b> <i>None</i>						
<b>No</b>	<b>Subject matter of the classes</b>					
<b>I</b>	1. Provide basic concepts and definitions related to the business plan. 2. Objectives and basic principles of creating a business plan. 3. Constructing the basic concept of a business plan. 4. The essence, scope and use of strategic analysis of the project. 5. Analysis of mikrootoczenia, SWOT analysis. 6. Formulating a marketing strategy. 7. Characteristics of the company's human resources. 8. Characteristics of technical and technological conditions for the implementation of the planned project. 9. Assessment of the effectiveness of the implementation of projects under the business plan. 10. Financial analysis of the project.					
<b>II</b>	<b>SEMINARS: not applicable</b>					
<b>III</b>	<b>LABORATORY EXERCISES : not applicable</b>					
<b>IV</b>	<b>EXERCISES: not applicable</b>					
<b>In</b>	<b>BUNA: not applicable</b>					
<b>Learning outcomes</b>						
<b>Directional effects – symbol and specification</b>				<b>Objective effects – specification</b>		
<b>in the field of <u>KNOWLEDGE</u>:</b>						



P6U_W	P6S_WG P6S_WK	<b>E1_W02</b> Knows and understands economic conditions, forms and standards, as well as phenomena and processes related to the market. Has knowledge of economic structures and institutions, as well as their elements, characteristics and development.	Knows the rules for creating a business plan for an enterprise. Has elementary knowledge in the field of marketing, economics, management and organization of enterprises necessary to conduct business in conditions of competition and free market. Knows IT techniques, databases and ways of obtaining and processing information.
P6U_W	P6S_WG	<b>E1_W07</b> Has the knowledge necessary to conduct business, explains and illustrates the importance of norms and rules (legal, technical-organizational, moral, ethical) organizing the structures and institutions of economics. Knows and understands selected facts, objects, phenomena, as well as complex relationships between them.	
<b>in terms of <u>SKILLS</u>:</b>			<p>Has elementary knowledge in the field of marketing, economics, management and organization of enterprises necessary to conduct business in conditions of competition and free market. Knows the legal principles and ethical conditions related to his profession.</p> <p>Is able to use his knowledge and uses the correct terminology in the process of creating a business plan. Can choose the appropriate organizational and legal form of business activity</p> <p>Can use basic IT techniques. He has computer skills in the field of text editing, presentation preparation, information gathering, statistical analysis, spreadsheet operation, computer graphics basics.</p>
P6U_U	P6S_UW	<b>E1_U02</b> Is able to use his theoretical knowledge and effectively and effectively obtain reliable data from primary and secondary sources to analyze specific economic processes and phenomena in the field of economic disciplines.	
P6U_U	P6S_UW	<b>E1_U09</b> Is ready to perform tasks innovatively and solve complex and unusual problems in conditions burdened with risk and uncertainty, using normative systems, using specialized terminology	
<b>in the field of <u>SOCIAL COMPETENCES</u>:</b>			<p>Is aware of the need for continuous professional development. He is aware of his own limitations and understands the need to consult with experts.</p> <p>Is able to work in a team, effectively fulfilling the tasks entrusted to him, demonstrating communication and organizational skills. Is entrepreneurial, shows initiative and independence in action.</p>
P6U_K	P6S_KK P6S_KR	<b>E1_K01</b> Is ready to critically assess the level of their knowledge; recognizes the importance of knowledge in solving cognitive and practical problems and seeks the opinion of experts in case of difficulty in solving the problem on their own.	
P6U_K	P6S_KO P6S_KR	<b>E1_K02</b> Is able to actively cooperate in teams, including international ones, and take on various roles with respect for social, cultural and legal norms, and perform responsible roles in the team, being aware of the decisions they make, and also takes responsibility for the results of their work and the whole team.	
<b>Ways to verify the out come of this learning (KNOWLEDGE, SKILLS, SOCIAL COMPETENCES)</b>			



Effects(symbol)	Written exam	Oral exam	Colloquium	Essay/Paper	Homework	Individual presentation	Group presentation	Activity in class	Participation in the	Individual project	Group project
E1_W02, E1_W07,	X							X			
E1_U02, E1_U09	X							X	X		
E1_K01, E1_K02,						X			X		

#### Form and conditions of passing the subject:

The basis for obtaining credit/zal is:

- presence of 100%; confirmed by an entry on the attendance list,
- possible 10% absence balanced in a manner individually agreed with the lecturer,
- active participation in lectures (joining the discussion initiated by the lecturer, showing interest in the issues discussed during the lecture),
- positive assessment from the response matching test.

The test is in writing – a test of matching answers. Each correct answer is 1 point, no answer or incorrect answer 0 points, a minimum of 60% of correct answers qualify for a positive rating.

#### Assessment criteria from the test

Assessment	Very good (5.0)	Good plus (4.5)	Good (4.0)	Sufficient plus (3.5)	Sufficient (3.0)	Insufficient (2.0)
% of correct answers	93-100%	85-92%	77-84%	69-76%	60-68%	59% and less

#### Conditions for making up classes abandoned for justified reasons:

Making up for abandoned classes is possible only in the case of a student's illness documented by sick leave or other random reasons. Justification of classes and passing of the material being the subject of lectures during the absence is made by the lecturer conducting the classes

#### The student's workload needed to achieve learning outcomes during hours and ECTS credits

##### Contact hours with an academic teacher

Types of classes	Number of hours
Participation in lectures	15
Participation in seminars	
Participation in exercises	
Participation in laboratory classes	
Consultations (2 hours for the lecture, 1 hour for one group of quarters, conv., sem.)	
<b>Sum of</b>	<b>15</b>

##### Student's own work divided into time ( examples of student work forms)

Form of student work	Number of hours
Preparing for classes	
Writing a paper/project/essay	
Gathering materials and preparing presentations	
Self-reading	
Preparing for colloquia/tests	
Preparing for the written/oral exam in a subject	
Preparation for written/oral credit in a subject	
<b>Sum of</b>	
<b>Total</b> (contact hours + student's own work)	<b>0,5 ECTS</b>



1.including the number of ECTS credits for contact hours with the direct participation of an academic teacher	
2.including the number of ECTS credits for hours carried out in the form of independent work	
<b>Classes with a practical profile</b>	
<b>Types of classes</b>	<b>Number of hours</b>
Participation in laboratory exercises	
Preparing for practical credit	
<b>Sum of</b>	
Number of ECTS credits for practical classes	
<b>Basic literature:</b>	
1. L. Harley, How to write a Business Plan, Flow Swans, 2023.	
2. V. Evans, FT Essentials Guide to Writing a Business Plan, PEARSON Education Limited, London 2022.	
<b>Supplementary literature:</b>	
1. How to Write a Winning Business Plan, Tasha Yates, 2023.	
<b>Acceptance of the Vice-Rector:</b>	