



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

SUBJECT CARD (Syllabus)

Subject Name: Business Plan				ECTS credits: 0.5		
lecturer: according to the list of lecturers and the schedule of classes						
Year: 3	Lectures	Seminars	Laboratory exercises	Exercise	BUNA*	Form of credit*
Semester: 5	0	0	0	18	0	ZO
* E – exam; Z –credit; ZO – passing with an assessment; BUNA – without the participation of an academic teacher						
Purpose of the subject: <i>business plan is the basic instrument for setting economic and financial goals for the planned period, and is also a way of controlling and verifying the implementation of planned projects. Preparing a good business plan is of great importance in many situations, especially when applying for a loan or co-financing from EU funds. The main objective of the classes is to present in practical terms the standards for drawing up business plans and their assessments.</i>						
Didactic methods: <i>assimilation of knowledge through the development of a practical business project – a business plan for a business venture.</i>						
Prerequisites: <i>general knowledge of the functioning of entities on the market – competition, environment, financing of activities, costs, supply and demand, market research.</i>						
No	Subject matter of the classes					
I	LECTURE : not applicable					
II	SEMINARS: not applicable					
III	LABORATORY EXERCISES: not applicable					
IV	EXERCISES:					
	1. Conditions for the implementation of your own business – Business Incubators and other forms of support.					
	2. An idea for a business and its implementation. Competition and characteristics of the consumer market.					
	3. Characteristics of sources of financing activities.					
	4. Selection of the organizational and legal form of the conducted activity.					
	5. Key elements of the business plan.					
V	6. Verification and assessment of assumptions and reality of a business project.					
	BUNA: not applicable					
Learning outcomes						
Directional effects – symbol and specification				Objective effects – specification		
in the field of KNOWLEDGE:				Has knowledge of the role of the entrepreneur in the field of methodological principles of preparing a business plan and the areas of its application in business practice. Understands the importance of planning in the development of various forms of entrepreneurship.		
P6U_W	P6S_WG	E1_W01 Has a comprehensive knowledge of the place of economics in the system of sciences, its character, methodology and related to other scientific disciplines,				



		knows and understands the basic terminology of economic sciences along with the application of this practical knowledge in business activity	
P6U_W	P6S_WG P6S_WK	E1_W02 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.	Discusses human behavior with particular emphasis on their needs for creativity and entrepreneurship. Knows the specialized application of planning methods supporting the processes of making optimal decisions regarding key areas of the company's activity.
P6U_W	P6S_WG	E1_W07 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.	Describes standard methods and tools for obtaining data and their interpretation that allow you to analyze and interpret processes related to the establishment and implementation of your own business idea.
in terms of <u>SKILLS</u>:			
P6U_U	P6S_UW	E1_U03 Is able to properly analyze and prepare accounting and financial documentation for decision-making and accounting purposes and analyze and evaluate the processes and economic and social phenomena taking place.	Analyzes and documents the symptoms, causes and course as well as the effectiveness of processes related to business situations.
P6U_U	P6S_UK P6S_UW P6S_UO	E1_U07 Can collaborate with others as part of teamwork or as a leader; takes a step in the analysis and evaluation of alternative solutions to economic problems and selects methods and instruments that allow rational resolution and optimization of them.	Participates in the analysis and evaluation of alternative solutions to problems related to the effective/effective/optimal implementation of a business idea. Formulates practical conclusions and formulates ideas and doubts related to the functioning of a new business idea. Can use advanced research methods and tools to model, forecast and evaluate complex business processes also in cooperation with other people as part of teamwork on the preparation of a business plan and take a leading role in the team.



P6U_U	P6S_UW	E1_U09 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	Has the ability to observe, understand, analyze phenomena related to the functioning of the entity on the market and document these activities.
in the field of SOCIAL COMPETENCES:			
P6U_K	P6S_KR P6S_KK	E1_K01 Is ready to critically assess the level of his knowledge; recognizes the importance of knowledge in solving cognitive and practical problems and consults experts in case of difficulty in solving the problem on his own.	Understands the need to learn and take an assertive and empathetic approach to change in the creation of a business plan. Participates in projects referring to the development of entities, is prepared for substantive discussion and presentation of views related to the improvement of the functioning of newly created business entities. Is able to cooperate in a group, preparing projects in the field of business plan of an enterprise or investment venture. Can manage the preparation of a business plan project, defining priorities for its implementation. Is characterized by personal values related to being guided in professional life by business responsibility, ethics and respect for competitive views and opinions. Is able to independently supplement and improve knowledge and skills in the field of practically implemented business planning activities (business).
P6U_K	P6S_KO P6S_KR	E1_K02 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.	
P6U_K	P6S_KR	E1_K03 Is ready to recognize the importance of knowledge in solving problems related to the development, implementation, analysis and evaluation of economic processes in various types of organizations and to consult experts in this regard in case of difficulties in solving them himself/herself.	
P6U_K	P6S_KO P6S_KR	E1_K06 Is able to think in an entrepreneurial way and skillfully communicate with the environment; adapts to new situations and conditions, acquires	



		resistance to failure and stress.									
Ways to verify the outcome of this learning (KNOWLEDGE, SKILLS, SOCIAL COMPETENCES)											
Effects(symbol)	Written exam	Oral exam	Colloquium	Essay/Paper	Homework	Individual presentation	Group presentation	Activity in class	Participation in the discussion	Individual project	Group project
E1_W01, E1_W02, E1_W07						X				X	
E1_U03, E1_7, E1_U09						X				X	
E1_K01. K03, E1_K06						X				X	
Form and conditions of passing the subject: passing based on the creation of a business plan based on exercises prepared during classes											
The student's workload needed to achieve learning outcomes in hours and ECTS credits											
Contact hours with an academic teacher											
Types of classes									Number of hours		
Participation in lectures											
Participation in seminars											
Participation in exercises									18		
Participation in laboratory classes											
Consultations (2 hours for the lecture, 1 hour for one training group, conv., sem.)											
Sum of									18		
Student's own work divided into time (examples of student work forms)											
Form of student work									Number of hours		
Preparing for classes									6		
Writing a paper/project/essay									6		
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											
Sum of									12		
Total (contact hours + student's own work)									30		
									0.5 ECTS		
1.including the number of ECTS credits for contact hours with the direct participation of an academic teacher									0.5 ECTS		
2.including the number of ECTS credits for hours carried out in the form of independent work									0 ECTS		
Classes with a practical profile											
Types of classes						Number of hours					
Participation in laboratory exercises											
Preparing for practical credit						18					
Sum of						18					



Number of ECTS credits for practical classes	ECTS 0.5
Basic literature: (<i>up to 3 items</i>) 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.	
Supplementary literature: A. de Haan, How to Write a Business Plan. A Step-bySTep Guide to Creating a Winning Strategy, epubli, 2023.	
Acceptance of the Vice-Rector:	