



DESCRIPTION OF THE SUBJECT

FIELD OF STUDY	Management
SPECIALISATION	Corporate finance and accounting
MODE OF STUDY	Full-time / Part-time
SEMESTER	4

Name of the subject	Business plan - financial projections	MW_3_1
Hourly dimension of particular forms of classes	Full-time studies – 40 Part-time studies -24	
	• lectures Full-time studies – 10 Part-time studies - 8	
	• other forms Full-time studies – 30 Part-time studies - 16	

Learning objectives:	<ul style="list-style-type: none"> – Gain practical skills in preparing and evaluating a business plan. – To understand the relationship of medium-term planning with strategic decisions. – To apply knowledge from different disciplines in creating a plan, to be aware of the importance of a business plan as a management tool. – To understand the internal organisation of a company and its relations with the environment. Develop entrepreneurial qualities.
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Learning outcomes for the subject			
Number	Learning outcomes, a student who has successfully completed the course will be able to:	Reference of learning outcomes for the programme	The reference to the learning outcomes for the area
K_W01	has an extended knowledge of the nature of businesses, their specificities and the role of the business plan in their activities.	K_W01 K_W02 K_W07	P7S_WG P7S_WG P7S_WG
K_W02	has the knowledge to prepare a business plan independently.	K_W05 K_W08	P7S_WG P7S_WG
K_U03	he has acquired the ability to recognise changes taking place in economic entities and the need to make decisions that take these changes into account.	K_U01 K_U04 K_U05	P7S_UW P7S_UW P7S_UW
K_U04	he/she has acquired the ability to analyse a project from the economic environment and from the financial point of view.	K_U01 K_U03 K_U08	P7S_UW P7S_UW P7S_UW
K_U05	acquired the ability to identify the most common mistakes made when drawing up a business plan and the practical skills for drawing up a business plan for a specific project	K_U01 K_U03 K_U05 K_U08 K_U09	P7S_UW P7S_UW P7S_UW P7S_UW P7S_UW
K_K06	shows an entrepreneurial and creative attitude. He/she is able to foresee the social consequences of his/her projects.	K_K06 K_K09	P7S_KK P7S_KO

K_K07	can interact in a group, appropriately identify priorities for the implementation of specific elements of the structure of a well-drafted business plan.	K_K03 K_K07 K_K08	P7S_KO P7S_KR P7S_KO
K_K08	demonstrates initiative and self-direction to further develop their knowledge in preparing a business plan.	K_K09	P7S_KO

Content number	Educational/ curricular content	Reference to learning outcomes for the subject
	Lectures	
T_01	To familiarise the audience with the tasks that business plans fulfil.	K_W01 K_W02 K_K08
T_02	Business plan as a corporate strategy	K_W01 K_W02 K_U03 K_K08
T_03	Planning as a management function	K_W01 K_W02 K_U03 K_K08
T_04	Methods of strategic business analysis	K_W01 K_W02 K_U03
T_05	Steps in developing a business plan	K_W02 K_K08
T_06	Components of a business plan	K_W02 K_K08
T_07	Discussion of the structure of the plan.	K_W02 K_K08
T_08	Methods of evaluating an investment project. Sensitivity analysis of an investment project.	K_W02 K_U03 K_U04 K_K08

	Exercises	
T_09	Basic categories defining a business plan.	K_W01 K_U04 K_K08
T_10	Market description, product demand analysis.	K_U04 K_K08
T_11	Description and analysis of competitors.	K_U03 K_K06 K_K08
T_12	Forecasting the basic elements of the business plan over several years: balance sheet, profit and loss account, cash flow statement.	K_U04 K_U05 K_K06 K_K08
T_13	Choice of strategy.	K_U03 K_U04 K_U05 K_K06 K_K07 K_K08
T_14	Technical Action Plan.	K_U03 K_U04 K_U05 K_K06

		K_K07 K_K08
T_15	Organisational plan	K_U05 K_K06 K_K07 K_K08
T_16	Marketing plan	K_U05 K_K06 K_K07 K_K08
T_17	Financial analysis of the profitability of the project together with the sensitivity analysis of the project - case study.	K_U03 K_U05 K_K06 K_K07 K_K08

Methods and forms of teaching	Educational and curricular content
Lecture with Multimedia presentation of selected issues	T_05 - 07
Conversation lecture	
Problem-based lecture	
Informative lecture	T_01 – 04, T_08
Discussion	
Work with text	
Case study method	T_17
Problem-based learning	
Didactic/simulation game	
Exercise method	T_09 - 11
Workshop method	
Project method	T_12 - 16
Multimedia presentation	
Audio and/or video demonstration	
Activating methods (e.g. brainstorming, SWOT analysis technique, decision tree technique, snowball method, constructing mind maps)	
Working in groups	
Other (which ones?) - ...	
...	

Evaluation criteria in relation to particular learning outcomes				
Learning outcome	For the assessment 2	For the assessment 3	For the assessment 4	For the assessment 5
K_W01	The student has no knowledge of the essence of the functioning of enterprises, its specificity and the role of the business plan in their activities.	The student has basic knowledge about the essence of the functioning of enterprises, their specificity and the role of a business plan in their activity.	The student has knowledge of the essence of the functioning of enterprises, their specificity and the role of the business plan in their activity.	The student has an extended knowledge of the essence of the functioning of enterprises, their specificity and the role of a business plan in their activity.
K_W02	The student does not have the knowledge needed to prepare a	The student has basic knowledge useful for independent preparation of a business plan.	The student has knowledge useful for independent	The student has the knowledge to prepare a business plan

Oral exam								
Written credit	X	X	X	X	X	X	X	X
Oral credit								
Written colloquium								
Oral colloquium								
Test								
Project	X		X	X	X	X	X	X
Esej								
Report								
Multimedia presentation								
Other (which ones?) -								
Work during exercises	X		X	X	X	X	X	X

Hourly teaching load and student workload	Full-time studies	Part-time studies
1. Lectures (joint participation of academics and students)	10	8
2. Other forms (joint participation of academic staff and students)	30	16
3. Consultation with the teacher	15	15
Total 1+2+3	55	39
4. Internships (carried out by students on their own)	—	—
5. Student's own work (including homework and project work, preparation for a credit/exam)	65	86
Total 4+5	65	86
SUMMARY 1+2+3+4+5	125	125
Total ECTS credits according to the study plan	5	

Reference literature	<ul style="list-style-type: none"> – T. Hermaniuk, Biznesplan – pytania i odpowiedzi, Difin, Warszawa 2014. – Szajkowska, Zaplanuj swój sukces: biznesplan na start, Wydawnictwo Helion, Gliwice 2013. – K. Zachariasz, Jak założyć i rozwinąć własną firmę, Edgard, Warszawa 2013. – E. Majewski, G. Robertson, A. Nabradi, 2007 – Biznes Plan (skrypt MBA „Management w Agrobiznesie”) – Program komputerowy do sporządzenia planu finansowego w arkuszu kalkulacyjnym Excel
Complementary literature	<ul style="list-style-type: none"> – J. W. Mullins, Plan B; otwórz się na lepsze perspektywy dla Twojego biznesu, Wydawnictwo Helion, Gliwice 2012. – K. Williams, Biznesplan: co trzeba wiedzieć i zrobić, aby stworzyć doskonały plan, PWE, Warszawa 2012. – F.F. Fiore, Jak szybko przygotować dobry biznesplan, Oficyna Ekonomiczna, Kraków, 2006