#### CARD OF COURSE

|  |  |
| --- | --- |
| Subject name | Business in the local community |

1. The placement of the subject in the study system

|  |  |
| --- | --- |
| 1.1. Field of study | Management |
| 1.2. Form and path of study | Full-time/Part-time |
| 1.3. Level of education | First-cycle studies |
| 1.4. Study profile | Practical |

|  |  |
| --- | --- |
| 1. 5. Specialty | Company management |
| 1.6. Subject Coordinator | Mgr Marek Świć |

2. General characteristics of the subject

|  |  |
| --- | --- |
| 2.1. Belonging to a subject group | Optional/practical |
| 2.2. Number of ECTS | 2 |
| 2.3. Language of lectures | Polish |
| 2.4. Semesters in which the subject is taught | III |
| 2.5.Criteria for selecting course participants | For the specialization: Company management |

1. Learning outcomes and course delivery
   1. Subject Objectives

|  |  |
| --- | --- |
| No. | Subject Objectives |
|
| C1 | The aim of the course is to acquire knowledge in the area of running a business in the local environment. |
| C2 | The aim of the course is to acquire the ability to analyze the local environment as a valuable source of information for entrepreneurs. |
| C3 | The aim of the course is to acquire the skills to prepare a business development plan in the local environment. |

* 1. Subject-specific learning outcomes, divided into knowledge , skills and competences , with reference to the directional learning outcomes

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| No. | Description of subject  learning outcomes | Reference to  directional effects  learning (symbols) | Method of implementation (mark "X") | | | |
| ST | | NST | |
| Classes at the University | Activities on  the platform | Classes at the University | Activities on  the platform |
| After passing the course, the student knows and understands **the knowledge** | | | | | | |
| W1 | The student has knowledge in the area of running a business in the local environment | Z1\_W05  Z1\_W10  Z1\_W13 | X |  | X |  |
| W2 | The student knows and understands the key aspects of business development in the local environment | X |  | X |  |
| After passing the course, the student is **able** to: | | | | | | |
| U1 | The student is able to conduct an analysis of the local environment in terms of the planned business. | Z1\_U01  Z1\_U09  Z1\_U17 | X |  | X |  |
| U2 | The student is able to plan a business development strategy in the local environment | X |  | X |  |
| After completing the course, the student is ready to take part in **social competences.** | | | | | | |
| K1 | The student is focused on carrying out tasks related to planning and developing business in the local environment | Z1\_K02 | X |  | X |  |

3.3. Forms of teaching and their number of hours - Full-time studies (ST), Part-time studies (NST)

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Path | Lecture | Exercises | Design | Workshop | Laboratory | Seminar | Lecturer | Classes conducted using distance learning methods and techniques in the form of a lecture | Other | **ECTS points** |
| **ST** |  |  |  | 30 |  |  |  |  |  | 2 |
| **NST** |  |  |  | 10 |  |  |  |  |  | 2 |

3.4. Content of education (separately for each form of classes: (W, ĆW, PROJ, WAR, LAB, LEK, OTHER). It should be marked (X) how the given content will be implemented (classes at the university or classes on the e-learning platform conducted using distance learning methods and techniques)

TYPE OF CLASS: WORKSHOP

Z1\_U17

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| No. | Content of the course | Reference to subject-specific learning outcomes | Method of implementation (mark "X") | | | |
| ST | | NST | |
| **Classes at the University** | **Activities on  the platform** | **Classes at the University** | **Activities on  the platform** |
| 1. | Local environment analysis | In 1, In 2, U 1 | X |  | X |  |
| 2. | Business development strategies in the local environment | W1,W2, U2, K 1 | X |  | X |  |
| 3. | Cross-sectoral cooperation with administration and non-governmental organizations | In 2, U2, K1 | X |  | X |  |
| 5. | Rules for promoting your company in the local community | In 2, U2, K1 | X |  | X |  |
| 6. | Innovation at the EU, national, regional and municipal level | W1,W2,U2 | X |  | X |  |
| 7. | Locally active entrepreneur | W1,W2,U1,U2 | X |  | X |  |
| 8. | Problems and challenges for businesses operating in the local environment | W1,W2,U1,U2,K1 | X |  | X |  |
| 9. | Summary of classes and discussion of grades. |  | X |  | X |  |

3.5. Methods of verifying learning outcomes (indication and description of methods of conducting classes and verification of achievement of learning outcomes and method of documentation)

|  |  |  |  |
| --- | --- | --- | --- |
| Subject Effects | Teaching methods | Methods of verifying learning outcomes | Documentation methods |
| KNOWLEDGE | | | |
| W1-W2 | Presentation of substantive content, case studies | As part of the course credit, each student prepares a plan for running a business in the local environment. The work will include the following elements: analysis of the local environment, description of the business being run, business development strategy, principles of cooperation between the entrepreneur and local administration and local non-governmental organizations, principles of promoting local business and a description of the main problems and challenges facing local business. | Works archived on the platform |
| SKILLS | | | |
| U1-U2 | Analysis of cases in the scope of problems and challenges faced by entrepreneurs operating in the local environment, solving problem tasks in the scope of analysis of the local environment, planning of business in the local environment, its promotion, principles of cooperation with local administration and non-governmental organizations, | As part of the course credit, each student prepares a plan for running a business in the local environment. The work will include the following elements: analysis of the local environment, description of the business being run, business development strategy, principles of cooperation between the entrepreneur and local administration and local non-governmental organizations, principles of promoting local business and a description of the main problems and challenges facing local business. | Works archived on the platform |
| SOCIAL COMPETENCES | | | |
| K1 | Analysis of cases in the scope of problems and challenges faced by entrepreneurs operating in the local environment, solving problem tasks in the scope of analysis of the local environment, planning of business in the local environment, its promotion, principles of cooperation with local administration and non-governmental organizations | As part of the course credit, each student prepares a plan for conducting in the local environment. The work will include the following elements: analysis of the local environment, description of the business conducted, business development strategy, principles of cooperation between the entrepreneur and local administration and local non-governmental organizations, principles of promoting local business and a description of the main problems and challenges facing local business. | Works archived on the platform |

3.6. Assessment criteria for the achieved learning outcomes

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Learning effect | For a grade of 3 or "pass."  the student knows and understands/is able to/is ready to | For a grade of 3.5, the student knows and understands/is able to/is ready to | For a grade of 4, the student knows and understands/is able to/is ready to | For a grade of 4.5, the student knows and understands/is able to/is ready to | For a grade of 5, the student knows and understands/is able to/is ready to |
| W | 51-60% of knowledge indicated in learning outcomes | 61-70% of knowledge indicated in learning outcomes | 71-80% of knowledge indicated in learning outcomes | 81-90% of knowledge indicated in learning outcomes | 91-100% of knowledge indicated in learning outcomes |
| U | 51-60% of skills indicated in learning outcomes | 61-70% of skills indicated in learning outcomes | 71-80% of skills indicated in learning outcomes | 81-90% of skills indicated in learning outcomes | 91-100% of skills indicated in learning outcomes |
| K | 51-60% of skills indicated in learning outcomes | 61-70% of skills indicated in learning outcomes | 71-80% of skills indicated in learning outcomes | 81-90% of skills indicated in learning outcomes | 91-100% of skills indicated in learning outcomes |

3.7. Literature

**Basic**

* Zarębska Anna (red.), Using modern solutions in business, System-Graf , Lublin 2010
* Matejun Marek (red.), Managing the potential of small and medium-sized enterprises in business practice, Technical University of Lodz, Lodz 2010.
* Czyżewska M., Innowacje, start-upy, ryzyko : uwarunkowania rozwoju innowacyjnych przedsięwzięć, CeDeWu, Warszawa, 2020

**Supplementary:**

* Kotler Philip ; Kartajaya Hermawan ; Young David S. Attracting investors : a marketing approach to finding funds for your business, John Wiley & Sons Hoboken 2004
* Gaweł A., Proces przedsiębiorczy: tworzenie nowych przedsiębiorstw, Difin, Warszawa, 2013
* Mikołajczyk K., Naojczyk D., Start-up po polsku : jak założyć i rozwinąć dochodowy e-biznes, Helion, Gliwice, 2013

4. Student workload - ECTS points balance

|  |  |  |
| --- | --- | --- |
| **Types of student activity** | **Student Load** | |
| **ST** | **NST** |
| **Classes requiring direct contact between the student and the academic teacher at the university premises** | **30** | **10** |
| Classes included in the study plan | 30 | 10 |
| **Student's own work** | **20** | **40** |
| Ongoing preparation for classes, preparation of project work/presentations/etc. | 10 | 20 |
| Preparation for passing classes | 10 | 20 |
| **TOTAL STUDENT HOURLY LOAD** | **50** | **50** |
| **Number of ECTS points** | **2** | **2** |

|  |  |
| --- | --- |
| Last change date | 30/09/2024 |
| The changes were introduced | ZAZ Education Quality Team |
| The changes were approved | Mgr Anna Bielak |