



COURSE DESCRIPTION

Course code	full-time studies	
	part-time-studies	
Course name	HES 2 Podstawy biznes planu	
Course name in English	HES 2 The basics of Business Plan	
Valid from academic year	2022/23	

PLACEMENT IN THE TEACHING PROGRAM

Field of study	Computer Science
Level of education	1st degree
Studies profile	General
Form and method of teaching classes	Full-time and part-time studies
Specialization	All specializations / Information systems / Computer graphics / Information and communica- tion technology
Organizational unit responsible for the course	Katedra Informatyki Stosowanej
Course coordinator	Dr inż. Ludomir Tuszyński
Approved by	Dean of the Faculty of Electrical Engineering, Automatic Control and Computer Science Roman Denziak, KUT prof., DSc, PhD

GENERAL CHARACTERISTIC OF THE COURSE

Course affiliation	Subject of general education	
Course status	Selectable	
Language	Polish	
Semester	full-time studies	Semester IV
	part-time-studies	Semester II / Semester III
Requirements		
Exam (YES/NO)	NO	
ECTS	1	

Course form		lecture	classes	laboratory	project	other
Hours per semester	full-time studies	15				
	part-time-studies	9				

LEARNING RESULTS

Category	Result Symbol	Learning Results	References to the field of study results
Knowledge	W01	Student has basic knowledge of entrepreneurship.	INF_W24
	W02	Student has structured knowledge of the functioning of the enterprise.	INF_W24
	W03	Student knows the rules for building a business plan.	INF_W24
	W04	Student knows selected methods of evaluating business ventures.	INF_W24
Skills	U01	Student can develop a business plan for a business venture.	INF_U24
	U02	Student has practical skills in the economic analysis of an enterprise.	INF_U24
Social competence	K01	Student is aware of the importance of entrepreneurial knowledge for the ability to solve economic problems in enterprises.	INF_K3, INF_K4, INF_K5

COURSE CONTENT

Course Form	Content
lecture	<ol style="list-style-type: none"> 1. Concept, functions, characteristics of the enterprise. Types of enterprises. Starting and liquidation of business activity. Organizational and legal forms of enterprises. 2. Basic principles of construction of a business plan. The structure of the business plan (content layout, basic elements). Sample business plan structures. 3. Strategic plan. Strategic business management. Formulation of the vision and mission of the company. Principles for defining strategic objectives. Application of strategic analysis methods (SWOT). 4. Marketing analysis (4P) for the needs of the business plan. Determination of target market segments. Identification of the company's customers. Competition analysis. Analysis of the competitive position of the enterprise. Estimated market share of the company. 5. Technical plan. Structure of the technical plan. Technical description of products and services. Technical and economic planning of production, provision of services. Determination of the level of capital expenditures and costs. 6. Organizational plan. System of work organization and human resources. Characteristics of strategic goals in organizational terms. Determination of costs in the organizational sphere. Schedule of the project. 7. Financial support. Constructing a plan of revenues, costs. Income statement, balance sheet, cash flow plan. Financial assessment of the project. Indicator analysis. Determination of the Break-Even Point (BEP). Summary of the business plan.

LEARNING RESULTS VERIFICATION METHODS

Result Symbol	Learning results verification methods					
	Oral Exam	Written Exam	Midterm	Project	Report	Other
W01			X			
W02			X			
W03			X			
W04			X			
U01			X			
U02			X			

K01			X			
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ASSESSMENT FORMS AND CRITERIA

Course Form	Assessment Form	Assessment Criteria
lecture	passing with a grade	Obtaining at least 50% of the points from the colloquium

STUDENT'S VOLUME OF WORK

ECTS Balance												
No.	Activity Type	Student Involvement										Unit
		full-time studies					part-time-studies					
		Lec	C	Lab	P	S	Lec	C	Lab	P	S	
1.	Participation in classes according to the schedule	15					9					h
2.	Other (consultations, exams)	2					1					h
3.	Total with the direct assist of an academic teacher	17					10					h
4.	Number of ECTS, that students obtains with the direct assist of an academic teacher	0,68					0,4					ECTS
5.	Hours of unassisted student work	8					15					h
6.	Number of ECTS that student obtains working unassisted	0,32					0,6					ECTS
7.	Practical classes volume of work	0					0					h
8.	Number of ECTS obtained by student at practical classes	0,0					0,0					ECTS
9.	Total student's volume of work expressed in hours	25					25					h
10.	ECTS	1										ECTS

BIBLIOGRAPHY

1. Barrow C., Biznesplan w małej firmie, Wyd. Helion, Gliwice 2009.
2. Filar E., Skrzypek J., Biznes Plan, Poltext, Warszawa, 2008.
3. Fiore F., Jak szybko przygotować dobry biznesplan, Wyd. Oficyna Ekonomiczna w Krakowie, Kraków 2006.
4. Pasieczny J., Biznesplan. Skuteczne narzędzie pracy przedsiębiorcy, PWE, Warszawa 2007.
5. Pawlak Z., Biznesplan. Zastosowanie i przykłady, Poltext, Warszawa 2008.
6. Skrzypek J, Biznes plan, Model najlepszych praktyk, Poltext, Warszawa, 2009.