


**KAPITAŁ LUDZKI**  
NARODOWA STRATEGIA SPÓJNOŚCI

Projekt współfinansowany przez  
Unię Europejską w ramach  
Europejskiego Funduszu  
Społecznego

**UNIA EUROPEJSKA**  
EUROPEJSKI  
FUNDUSZ SPOŁECZNY


|   |                   |   |     |
|---|-------------------|---|-----|
| Course title  |                   | ECTS code   |     |
| Operational practice of small bussines  |                   | 13.3.1038   |     |
| Name of unit administrating study   |                   |   |     |
| Faculty of Economics  |                   |   |     |
| Studies   |                   |   |     |
| faculty   | field of study    | type  | all |
| Faculty of Chemistry  | Chemical Business | form  | all |
|   |                   | specialty   | all |
|   |                   | specialization  | all |
| Teaching staff  |                   |   |     |
| dr Andrzej Poszewiecki; prof. UG, dr hab. Przemysław Kulawczuk  |                   |   |     |
| Forms of classes, the realization and number of hours   |                   | ECTS credits  |     |
| Forms of classes  |                   | 2   |     |
| Auditorium classes, Lecture   |                   | classes - 45 h  |     |
| The realization of activities   |                   | tutorial classes – 2 h  |     |
| classroom instruction   |                   | student's own work – 3 h  |     |
| Number of hours   |                   | Total: 50 h - 2 ECTS  |     |
| Auditorium classes: 30 hours, Lecture: 15 hours   |                   |   |     |
| The academic cycle  |                   |   |     |
| 2024/2025 summer semester   |                   |   |     |
| Type of course  |                   | Language of instruction   |     |
| obligatory  |                   | polish  |     |
| Teaching methods  |                   | Form and method of assessment and basic criteria for eveluation or examination requirements   |     |
| <ul style="list-style-type: none"><li>- critical incident (case) analysis</li><li>- discussion</li><li>- group work</li><li>- multimedia-based lecture</li><li>- problem solving</li><li>- seminar lecture</li></ul>  |                   | Final evaluation  |     |
|   |                   | Graded credit   |     |
|   |                   | Assessment methods  |     |
|   |                   | Written test: including exercises to be solved and a longer written statement (problem solving)   |     |
|   |                   | The basic criteria for evaluation   |     |
|   |                   | The basic criteria for evaluation or exam requirements  |     |
|   |                   | Points for tasks to be solved: 60%; points for a written solution to the problem of 40%.  |     |
|   |                   | Rating very good - 91% and more, good plus - 81-90%, good - 71-80%, satisfactory plus 61-70%, satisfactory - 50-60%, rating unsatisfactory - less than 50% of points. |     |
| Method of verifying required learning outcomes  |                   |   |     |
| Required courses and introductory requirements  |                   |   |     |
| A. Formal requirements  |                   |   |     |
| Completed courses: Design a chemical business, Financing of startups, Marketing of startups, Design of startups, Small business management  |                   |   |     |
| B. Prerequisites  |                   |   |     |
| none  |                   |   |     |
| Aims of education   |                   |   |     |
| Aims of education   |                   |   |     |
| The aim of the course is to transfer knowledge and learn skills in the operation of small business firms. The course is to provide knowledge regarding small technological ventures with particular emphasis on applications and commercialization of technological innovations |                   |   |     |

**Course contents****Lectures**

1. The main processes in a small company
2. Major decision problems in a small enterprise
3. Forming goals and tasks
4. Management of enterprise operations
5. Production management in progress, inventories and finished products as well as commercial goods
6. Control of management efficiency
7. Personnel management and overcoming personnel problems
8. External risk management: client issues, legal problems, tax office, Social Insurance Institution, intellectual property law, etc.
9. Commercialization of technology, patent protection and basing development on intellectual property

**Classes**

How to plan and organize a job

How to delegate tasks effectively

How to control the implementation of tasks

Best operating practices in product development (key product characteristics from the customer's point of view, defining a product strategy to improve margins and competitiveness)

Best operating practices in the field of production (where and how to look for suppliers, the importance of costs, flexibility and quality, lean manufacturing)

Best operating practices in the field of supply chain management (supply chain planning and control, optimization of distribution and transport)

Best operating practices in the field of purchasing

Best operating practices in the field of service (matching service to customer expectations, designing customer service processes)

Best operational practices in personnel management

**Bibliography of literature**

Bibliography of literature

Literature required to pass the course

Cieślak J.: Przedsiębiorczość dla ambitnych. Jak uruchomić własny biznes. Wyd. Akademickie i Profesjonalne, Warszawa 2008.

Extracurricular readings

Nauka o przedsiębiorstwie. Wybrane zagadnienia, p. red. I. Lichniak, SGH, Warszawa 2009

**The learning outcomes (for the field of study and specialization)****Knowledge**

Knowledge

The student knows:

- what is a business plan and how it is built
- what are the relations between the creative entrepreneur, entrepreneurship, and innovation,
- what factors to consider when choosing the organizational form of the company's operation,
- what is the protection of intellectual property,
- what are the best operational practices in the field of production,
- what are the best operational practices in the field of supply chain management,
- what are the best operational practices in product development,
- what are the best operational practices in the field of shopping,
- what are the best operating practices in terms of service,
- what are the best operational practices in personnel management.

|                                  |   |
|----------------------------------|---|
|                                  | <b>Skills</b>   |
|                                  | <p>Skills</p> <p>The student can:</p> <ul style="list-style-type: none"><li>- delegate tasks,</li><li>- control the implementation of tasks,</li><li>- plan your own and team work,</li><li>- adjust customer service activities to the specific situation of the company,</li><li>- adjust purchasing activities to the specific situation of the company,</li><li>- adjusting product development activities to the specific situation of the company,</li><li>- adjusting operations in the field of supply chain management to the specific situation of the enterprise,</li><li>- adjusting the production operations to the specific situation of the enterprise.</li></ul> |
|                                  | <b>Social competence</b>  |
| <b>Contact</b>                   |   |
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