I. GENERAL INFORMATION ABOUT THE COURSE

Business Environment Institutions

Name of the organisational unit offering the programme:	The University College of Tourism and Ecology in Sucha Beskidzka Wyższa Szkoła Turystyki i Ekologii w Suchej Beskidzkiej
Name of the field of study and level of education:	Management – First degree (bachelor's)
Profile of education:	Practical
Major:	Not applicable
Type of module: (please specify as appropriate)	Basic / Core / Professionally oriented
Year / Semester:	II / 3
Prerequisites (resulting from the sequence of courses):	Knowledge, skills, and social competences acquired in the courses Fundamentals of Management, Fundamentals of Economics, and Fundamentals of Law in the Economy. Ability to apply deductive reasoning.

II. FORMS OF CLASSES AND NUMBER OF HOURS

	Lecture	Exercises	Seminar discussion	Laboratory	Workshop	Project	Seminar	Internship	Examination / Assessment	Total number of hours
Full-time studies	14				14	8			3	39
Part-time studies	8				8	6			3	25

III. TEACHING METHODS

Forms of classes	Teaching methods
Lecture / Workshop / Project:	Lecture with multimedia presentation and discussion. Workshops – case studies, practical tasks, project-based learning.

IV. LEARNING OUTCOMES FOR THE COURSE WITH REFERENCE TO THE PROGRAMME AND DISCIPLINARY LEARNING OUTCOMES

No.	Description of the learning outcome for the course	Reference to the programme learning outcome

Knowledge:		
P_W01	The student explains the essence of entrepreneurship and its determinants.	K1P_W01 K1P_W03 K1P_W04 K1P_W05 K1P_W07 K1P_W09
P_W02	The student discusses methods of enterprise analysis.	K1P_W01 K1P_W03 K1P_W04 K1P_W05 K1P_W07 K1P_W09
P_W03	The student explains the principles of creating and developing entrepreneurship.	K1P_W01 K1P_W03 K1P_W04 K1P_W05 K1P_W07 K1P_W09

Skills:		
P_U01	The student is able to plan and establish a business enterprise.	K1P_U01 K1P_U04 K1P_U11
P_U02	The student can conduct a comprehensive analysis of an organisation.	K1P_U01 K1P_U04 K1P_U11
Social competences:		
P_K01	The student demonstrates readiness to actively participate in and implement various projects related to business ventures.	K1P_K04 K1P_K05

V. COURSE CONTENT		
No.	Lecture / Workshop / Project:	Reference to the programme learning outcome
T1	The essence and scope of enterprise operations. The origins of enterprises. Enterprise and entrepreneurship (independent and corporate entrepreneurship; individual and team-based entrepreneurship; types of entrepreneurship by social utility). Diversity of enterprise definitions. Characteristics of small and medium-sized enterprises (SMEs) and the specificity of family businesses. Definition and objectives of an enterprise. Distinguishing features of enterprises compared to other entities. The life cycle of an enterprise.	P_W01, P_W03, P_U01, P_K01
T2	The impact of the environment on enterprise performance and development. Concept and classification of the business environment, its features (variability and turbulence). Boundaries of the enterprise within its environment. Environmental segmentation. Stakeholder theory. Identification of entities forming a company's microenvironment.	P_W01, P_W02, P_W03, P_U01, P_U02, P_K01

T3	Forms, types, and categories of enterprises. Classification and legal-organisational forms of enterprises. Supervisory and control bodies. Criteria for choosing a legal-organisational form. The specificity of SMEs.	P_W01, P_W03, P_U01, P_K01
T4	Enterprise transformations and forms of cooperation between enterprises. Possibilities of changing the legal-organisational form. Nature and reasons for cooperation between enterprises. Links initiating inter-company cooperation. Contractual and coordination forms of business cooperation – characteristics of selected forms. Loose and close organisational concentrations of enterprises – characteristics of selected forms. The nature, typology, objectives, and examples of strategic alliances.	P_W01, P_W03, P_U01, P_K01
T5	Organisational structure of the enterprise. Factors influencing the shape and variation of organisational structures. Principles of aligning organisational structure with corporate strategy. Types of organisational structures and their importance for managing a modern enterprise.	P_W01, P_W02, P_W03, P_U01, P_U02, P_K01
T6	Resources and their role in the enterprise. Definition and types of enterprise resources. Tangible and intangible resources – differences. Intangible assets in the company's balance sheet. Enterprise position and value. Fixed and current assets.	P_W01, P_W02, P_W03, P_U01, P_U02, P_K01
T7	Financing of enterprise operations. Sources of financing – own and external, internal and external. Characteristics of selected forms of business financing: venture capital, business angels, share issues, over-the-counter market, loans and credits, loan and guarantee funds, trade credit, factoring, leasing, short-term debt securities, grants, and subsidies. Determinants of financing choice of enterpries. Specificity of financing sources for SMEs.	P_W01, P_W02, P_W03, P_U01, P_U02, P_K01
T8	Economic and ratio analysis of an enterprise. Types of economic analysis (technical-economic analysis, financial analysis). Financial statements and assessment of enterprise performance. Concept of ratio analysis, its categories, advantages and disadvantages, and potential pitfalls.	P_W02, P_U01, P_U02, P_K01

VI. METHODS OF VERIFYING LEARNING OUTCOMES

Learning outcomes	Verification method	Form of classes in which the learning outcome is verified
Knowledge:		
P_W01	Written exam of knowledge.	T1 - T7
P_W02	Written exam of knowledge.	T2, T5, T6, T7, T8
P_W03	Written exam of knowledge.	T1 – T7
Skills:		
P_U01	Written assignment, solution of a practical task, and assessment of activity during classes while completing assigned tasks.	T1 – T8
P_U02	Written assignment, solution of a practical task, and assessment of activity during classes while completing assigned tasks.	T2, T5, T6, T7, T8
Social competences:		
P_K01	Assessment of the performance of a practical task.	T1 – T368

Final (summative) assessment:
The final grade consists of the evaluation of task completion and observation of its performance during classes, as well as assessment of participation and activity (1/3), and the final written examination (2/3).

VII. ASSESSMENT CRITERIA FOR ACHIEVED LEARNING OUTCOMES

Learning outcomes	**Fail (2.0)** The student does not know, does not understand, is unable to, or is not ready to:	**Satisfactory range (3.0–3.5)** The student knows, understands, is able to, and is ready to:	**Good range (4.0–4.5)** The student knows, understands, is able to, and is ready to:	**Very good (5.0)** The student knows, understands, is able to, and is ready to:
P_W01	Explain the essence of entrepreneurship and its determinants.	Partially explain the essence of entrepreneurship and its selected determinants.	Explain the essence of entrepreneurship and its detailed determinants.	Provide an extensive and in-depth explanation of the essence of entrepreneurship and its detailed determinants, referring to relevant scientific theories and practical examples.
P_W02	Discuss methods of enterprise analysis.	Discuss selected methods of enterprise analysis.	Comprehensively discuss methods of enterprise analysis.	Discuss in detail the methods of enterprise analysis, correctly referring to academic literature.
P_W03	Explain the principles of creating and developing entrepreneurship.	Partially explain the basic and detailed principles of creating and developing entrepreneurship.	Explain the basic and detailed principles of creating and developing entrepreneurship.	Explain both fundamental and advanced principles of creating and developing entrepreneurship, drawing on examples from scholarly literature and business practice.
P_U01	Plan and establish a business activity..	Plan and establish a business activity, making acceptable mistakes at individual stages of the process.	Plan and establish a business activity, achieving satisfactory results.	Effectively and efficiently plan and establish a business activity, achieving high-quality outcomes.
P_U02	Conduct a comprehensive analysis of an organisation.	Analyse an organisation at a basic level.	Conduct a comprehensive analysis of an organisation.	Conduct a thorough and comprehensive analysis of an organisation.
P_K01	Demonstrate competences required for active participation in the preparation and implementation of projects related to enterprises.	Demonstrate limited competences for active participation in the preparation and implementation of simple enterprise-related projects.	Demonstrate satisfactory competences for active participation in the preparation and implementation of selected enterprise-related projects.	Demonstrate a high level of competence in actively participating in the preparation and implementation of various enterprise-related projects and strive for their continuous improvement.

VIII. STUDENT WORKLOAD – HOURS AND ECTS BALANCE

Type of ECTS activity	Student workload	
	Full-time studies	Full-time studies
Participation in teaching activities (lectures, exercises, conversation classes, projects, laboratories, workshops, seminars) – TOTAL number of hours – from section II	36h	22h

Examinations / Assessments	3h	3h
Participation in consultations	4h	4h
Project / Essay / Case study / Practical task	8h	8h
Independent preparation for classes	16h	30
Preparation for course assessments	8h	8h
Total student workload (25 hours = 1 ECTS) TOTAL hours / ECTS	75 h / 3 ECTS	75 h / 3 ECTS
Student workload within classes involving direct contact with the lecturer	43 h / 1,7 ECTS	29 h / 1,2 ECTS
Student workload within classes of a practical nature	-/-	-/-
Student workload within classes related to professional training	50 h / 2 ECTS	50 h / 2 ECTS
Student workload within classes related to research preparation	-/-	-/-

IX. COURSE LITERATURE AND OTHER TEACHING MATERIALS

Basic literature:

- Godziszewwski B., Haffer M., Stankiewicz M.J., Sudoł S., Przedsiębiorstwo. Teoria i praktyka zarządzania. PWE, Warszawa 2011.
- Lichtarski J. (red.), Podstawy nauki o przedsiębiorstwie, Wyd. A.E., Wrocław 2007
- Romanowska M. (red.), Mierzejewska W. (red.), Przedsiębiorstwo odporne na kryzys, Wolters Kluwer, Warszawa 2016.

Supplementary literature:

- Brzeziński M. (red.), Wprowadzenia do nauki o przedsiębiorstwie, Difin, Warszawa 2007.
- Lichtarski J. (red.), Szumowski W. (red.), Sieci międzyorganizacyjne, procesy i projekty w erze paradoksów, UE we Wrocławiu, Wrocław 2016.
- Różański J., J. Sokołowski (red.), Zarządzanie współczesnym przedsiębiorstwem. Wybrane zagadnienia, Wyd. SWSPiZ, Łódź, 2010.
- Strużycki M. (red.), Podstawy zarządzania, SGH, Warszawa 2014.
- Żurek J. (red.), Przedsiębiorstwo Drogi sukcesu rynkowego, PWE, Warszawa 2016.

Other teaching materials: