I. GENERAL INFORMATION ABOUT THE COURSE

Enterprise Management

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/III
Prerequisites (resulting from the sequence of courses):	Knowledge, skills, and social competences acquired in the course Fundamentals of Management.

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. Workshop: case studies, practical tasks, and 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 identifies and characterises the role of entrepreneurship in economic activity.	K1P_W01 K1P_W03 K1P_W04 K1P_W05 K1P_W07 K1P_W09
P_W02	The student knows and characterises the principles of enterprise management.	K1P_W01 K1P_W03 K1P_W04 K1P_W05 K1P_W07 K1P_W09
P_W03	The student knows and characterises the main concepts of enterprise management.	K1P_W01 K1P_W03 K1P_W04 K1P_W05 K1P_W07 K1P_W09

Skills:		
P_U01	The student comprehensively plans, analyses, and evaluates the enterprise strategy at various management levels.	K1P_U01 K1P_U04 K1P_U11
P_U02	The student is able to plan the development of an enterprise.	K1P_U01 K1P_U04 K1P_U11
Social competences:		
P_K01	The student demonstrates competence in actively participating in the preparation and implementation of various enterprise-related projects.	K1P_K04 K1P_K05

V. COURSE CONTENT

No.	Lecture / Workshop / Project:	Reference to the programme learning outcome
T1	Subject, scope, and development of knowledge about the modern enterprise. Theories of the firm.	P_W02
T2	Entrepreneurship, entrepreneur, and enterprise as fundamental categories in enterprise management.	P_W01, P_U01, P_K01
T3	Typology and key characteristics of modern enterprises.	P_W01, P_W02
T4	Constitutive and strategic decisions within the enterprise life cycle.	P_W02, P_W03, P_U01, P_U02, P_K01
T5	Contemporary trends and concepts in enterprise management.	P_W02, P_W03

T6	Supervision over enterprise activity. Corporate governance and its models.	P_W02, P_W03
T7	Enterprise growth and development. Paths and strategies for enterprise development.	P_W02, P_W03, P_U01, P_U02, P_K01
T8	Enterprise resources, sources of financing, and methods of resource management.	P_W02, P_W03, 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.	T2, T3
P_W02	Written exam of knowledge.	T4, T5, T6, T7, T8
P_W03	Written exam of knowledge.	T1, T3, T4, T5, T6, T7, T8
	Skills:	
P_U01	Presentation and assessment of the performance of a practical task.	T4, T7, T8
P_U02	Presentation and assessment of the performance of a practical task	T2, T4, T7, T8
	Social competences:	
P_K01	Assessment of the performance of a practical task.	T4, T7, T8

Final (summative) assessment:
The final grade consists of the assessment of practical tasks and preparation of a presentation (1/3), and the result of 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	Do not know and is not able to characterise role of entrepreneurship in economic activity.	Know and partially characterise the role of entrepreneurship in economic activity.	Know and characterise the role of entrepreneurship in economic activity.	Know and thoroughly characterise the role of entrepreneurship in economic activity, referring to scientific theories and practical examples.
P_W02	Do not know and is not able to describe the principles of enterprise management.	Know and partially characterise the principles of enterprise management.	Know and characterise the principles of enterprise management.	Know and describe in detail the principles of enterprise management, drawing on examples from academic literature and practice.

P_W03	Do not know and is not able to describe the concepts of enterprise management.	Know and describe selected concepts of enterprise management.	Know and describe the concepts of enterprise management.	Know and explain in detail the concepts of enterprise management, correctly referring to relevant literature.

P_U01	Comprehensively plan, analyse, or evaluate the enterprise strategy at different management levels.	Plan, analyse, and evaluate enterprise strategy at different management levels to a basic extent.	Comprehensively plan, analyse, and evaluate the enterprise strategy at different management levels.	Conduct an in-depth and comprehensive process of planning, analysing, and evaluating enterprise strategy at various management levels.
P_U02	Plan the development of an enterprise.	Plan the development of an enterprise at a basic level, making acceptable mistakes at particular stages.	Plan the development of an enterprise, achieving satisfactory results.	Effectively and efficiently plan enterprise development, achieving high-quality results.
P_K01	Demonstrate competences 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:

- Lichtarski J. (red.), Podstawy nauki o przedsiębiorstwie, Wyd. AE we Wrocławiu, Wrocław 2002.
- Marek S., Białasiewicz M., Podstawy nauki o organizacji, PWE, Warszawa 2011.
- Różański J., Sokołowski J., (red.), Zarządzanie współczesnym przedsiębiorstwem. Wybrane zagadnienia, Wyd. SWSPiZ, Łódź 2010.
- Strużycki M. (red.), Zarządzanie przedsiębiorstwem, Difin, Warszawa 2002.

Supplementary literature:

- Gruszecki T., Współczesne teorie przedsiębiorstwa, PWE, Warszawa 2002.
- Kortan J., Podstawy ekonomiki i zarządzania przedsiębiorstwem, C.H. Beck, Warszawa 1997.
- Engelhardt J. (red.), Zarządzanie przedsiębiorstwem, CeDeWu, Warszawa 2014.
- Kasiewicz T., Możaryn H. (red.), Teoria przedsiębiorstwa, PWN, Warszawa 2004.
- Michalski E., Zarządzanie przedsiębiorstwem Podręcznik akademicki, PWN, Warszawa 2013.
- Romanowska M. (red.), Mierzejewska W. (red.), Przedsiębiorstwo odporne na kryzys, Wolters Kluwer, Warszawa 2016.
- Strużycki M. (red.), Podstawy zarządzania, SGH, Warszawa 2014.
- Sudoł S., Przedsiębiorstwo. Podstawy nauki o przedsiębiorstwie, PWE, Warszawa 2006.

Other teaching materials: