



COURSE SPECIFICATION

Course code	full-time studies	Z-ZB-E-604b
	part-time studies	-
Course title in English	Business planning	
Course title in Polish	Planowanie biznesowe	
Valid from academic year	2025/2026	

PLACEMENT IN THE TEACHING PROGRAM

Programme of study	BUSINESS MANAGMENT
Level of education	1st degree
Studies profile	academic
Form and mode of study	full-time programme
Scope	all
Academic unit responsible for the course	Department of Management and Organization
Course coordinator	dr Małgorzata Sztorc
Approved by	dr hab. inż. Dariusz Bojczuk, prof. uczelni

GENERAL CHARACTERISTIC OF THE COURSE

Teaching block		Directional subject
Course status		Elective
Language of instruction		English
Semester of delivery	full-time studies	Semester VI
	part-time-studies	-
Prerequisites		Organization and management, Marketing, Economic analysis, Market research, Strategic management, Human resources management
Exam (YES/NO)		NO
ECTS		2

Method of conducting classes		lecture	classes	laboratory	project	other
Number of hours per semester	full-time	15	15			
	part-time					



LEARNING OUTCOMES

Category	Outcome code	Course learning outcomes	Reference to the directional learning effect
Knowledge	W01	The student has advanced knowledge of the methodological principles of preparing a business plan.	ZB1_W02
	W02	The student has knowledge of traditional and modern business planning models.	ZB1_W06
	W03	The student has knowledge of methods and techniques for applying business plans.	ZB1_W07
	W04	The student has knowledge of the enterprise's goals and business plans.	ZB1_W10
	W05	The student has knowledge about methods and creating business plans.	ZB1_W11
Skills	U01	The student can use the acquired knowledge to solve problems related to business planning in an enterprise.	ZB1_U01
	U02	The student can conduct an economic analysis of an enterprise when developing a business plan.	ZB1_U04
	U03	The student can conduct market research in changing environmental conditions.	ZB1_U09
	U04	The student can plan and execute a business plan.	ZB1_U13
	U05	The student is able to independently conduct market research and implement a strategy to achieve the enterprise's business goals.	ZB1_U14
Social competences	K01	The student is ready to seek expert advice in the event of difficulties in independently solving business problems.	ZB1_K01
	K02	The student is ready to work in a group preparing projects related to the enterprise's business plan.	ZB1_K03
	K03	The student is ready to act in an entrepreneurial manner using knowledge of business planning.	ZB1_K04
	K04	The student maintains the achievements and traditions of the profession in conditions of risk and uncertainty of the planned business.	ZB1_K08

COURSE CONTENT

Method of conducting classes	Course content
lecture	The planning process is a function of managing a business venture. Selected principles of modern planning. Planning in the changing environment of enterprises. Multi-dimensional planning matrix - decision areas. Factors and conditions influencing decisions in managing an organization. Classification of plans in an enterprise. The role and tasks of a business plan in the functioning of an enterprise. Procedures and methodological principles of preparing a business plan. Procedures for building plans due to various goals of the organization. Methods for building tactical and financial plans (strategic plan, financial analyses). Methods of creating domain plans (marketing plan, technical plan, organizational plan). Analysis of the effectiveness of business planning. Risk in business planning. Assessment of the credibility of a business plan.
classes	Principles of development, construction, layout, and structure of a business plan for an enterprise. Development of the strategic, marketing, technical, organizational, operational, and financial parts of a business plan. Assessment of investment efficiency and assessment of investment risk of a business venture. Case study: the business plan of a manufacturing and service enterprise.



METHODS FOR VERIFYING LEARNING OUTCOMES

Outcome code	Learning outcomes verification methods					
	Oral examination	Written examination	Test	Project	Report	Other
W01		X				
W02		X				
W03		X				
W04		X				
W05		X				
U01		X				X
U02						X
U03		X				X
U04		X				X
U05		X				X
K01						X
K02						X
K03						X
K04						X

FORM AND CONDITIONS OF ASSESSMENT

Form of classes	Assessment type	Assessment Criteria
lecture	Credit with grade	Obtaining at least 50% of points in the final colloquium.
classes	Credit with grade	Achieving at least a passing grade for the written development of the business plan elements. Achieving at least a passing grade for all tasks performed independently.



STUDENT WORKLOAD

ECTS Balance							
No.	Activity type	Student workload					Unit
		full-time					
1.	Scheduled contact hours	W	C	L	P	S	h
		15	15				
2.	Other (consultations, exams)	2	2				h
3.	Total number of contact hours	34					h
4.	Number of ECTS credits for contact hours	1,4					ECTS
5.	Number of hours of independent student work	16					h
6.	Number of ECTS points that a student obtains through independent work	0,6					ECTS
7.	Workload related to practical classes	25					h
8.	Number of ECTS credit points which a student receives for practical classes	1,0					ECTS
9.	Total number of hours of a student's work	50					
10.	ECTS credits for the course <i>1 1 ECTS credit =25 student learning hours</i>	2					ECTS

W - LECTURE C - CLASSES L - LABORATORY P- PROJECT S - SEMINAR

READING LIST

1. Abrams R., Barrow P., (2018), The Successful Business Plan: Secrets and Strategies, Wiley, Castle Donington, United Kingdom.
2. Burton E.T.,(2019), Total Business Planning. Wiley, Hoboken, New Jersey, United States.
- 3.
4. Grünig R, Kühn R., Morschett D., Montani M., (2022), The Strategy Planning Process: Strategic Analyses, Objectives, Options and Projects, Springer, Berlin, Germany.
5. Ramirez R., Selsky J. W., van der Heijden K., (2018), Business Planning for Turbulent Times New Methods for Applying Scenarios, Routledge, London.
6. Walker E., (2024), Business Planning and Proposals, Independently published, Chicago, Illinois, United States.
7. Williams K., (2011), Brilliant Business Plan: What to know and do to make the perfect plan, Pearson, London.