

Title:	Business Organization
Lecture hours:	Together: 75 hours Contact hours: 40 hours with the teacher: usually 8 meetings for 5 hours including assessment projects presentations Self study and project preparation hours: 35 hours student's self-study
Study period: (summer/winter)	Summer and winter semester
Number of credits:	3 ECTS
Assessment methods:	70% of attendance at the course active participation in the sessions towards the end of the course, you will be required to prepare and present a project/ presentation (as a final examination) about chosen topic
Language of instruction:	English
Prerequisites:	Students need to speak English well enough to participate in classes conducted in English. (B1+ or higher)
Course content:	The Business Organization course combines interactive lectures with practical workshops, case studies, business simulations, teamwork and project-based learning. Students develop a comprehensive business plan for a new venture while learning the legal, organizational and financial aspects of establishing and managing a business. Module 1. Introduction to Business and Entrepreneurship • Business environment • Entrepreneurship and entrepreneurial mindset • Characteristics of successful entrepreneurs • Business opportunities and innovation Module 2. Starting a Business • Registration procedures • Administrative requirements • Taxes and social insurance • Legal obligations of entrepreneurs • Digital registration systems Module 3. Business Planning • Purpose of a business plan • Functions of a business plan • Structure of a professional business plan • Executive summary • Business objectives and strategy Module 4. Market Analysis • Industry analysis • Competitor analysis • SWOT analysis • Customer segmentation • Market research methods Module 5. Organizational Structures • Organizational design • Functional structure • Divisional structure • Matrix organization

	• Team-based organizations • Organizational culture Module 6. Business Financing • Sources of financing • Equity financing • Debt financing • Venture capital • Business angels • Crowdfunding • EU funding opportunities • Bank loans and leasing Module 7. Business Project Students prepare and present a complete business plan including: • business concept • market analysis • marketing strategy • operational plan • organizational structure • financial projections • implementation schedule • risk analysis
Learning outcomes:	By the end of the Business Organization course students will have: • developed an understanding of entrepreneurship and business organization principles; • understood the process of creating and launching a new business venture; • learned how to evaluate business opportunities and develop innovative ideas; • gained practical knowledge of legal forms of business organizations; • acquired the ability to prepare a professional business plan; • understood various organizational structures and management approaches; • become familiar with different sources of business financing; • improved analytical, communication and presentation skills; • developed teamwork and project management competencies; • strengthened entrepreneurial thinking and decision-making abilities in an international business environment. During the course students will also cooperate in multicultural teams, improving their intercultural communication and collaboration skills.
Name of lecturer:	Dr Katarzyna Kachel
Contact (email address):	kasiara@ukw.edu.pl
Literature:	Basic literature • Barringer, B. R. Entrepreneurship: Successfully Launching New Ventures. Pearson. • Scarborough, N. M. Essentials of Entrepreneurship and Small Business Management. Pearson. • Hisrich, R., Peters, M., Shepherd, D. Entrepreneurship. McGraw-Hill. • Burns, P. Entrepreneurship and Small Business. Palgrave Macmillan. Supplementary literature • Osterwalder, A., Pigneur, Y. Business Model Generation. Wiley. • Ries, E. The Lean Startup. Crown Business. • Kotler, P., Keller, K. Marketing Management. Pearson. • Blank, S., Dorf, B. The Startup Owner's Manual. K&S Ranch. • Additional materials and case studies provided by the lecturer.