COURSE SYLLABUS

AKADEMIA WSB				
Field of study:	Management/International Relations			
Course title:	Business Planning			
Educational profile:				
Level of study:				
Number of hours per semester:	**16**			
	I	II	III	IV
Full-time studies (lecture/ class/lab/practical/e-learning):	…	…	…	…
Part-time studies:	…	…	…	…
Total number of hours:	16 h			
Language of instruction:	English			
Lecturer:	Mgr Simona Pietrzak			
Form of classes:	lectures			
Course objectives:	The aim of the course is to equip students with the practical knowledge and skills needed to consciously plan the development of their own business venture. The course combines a historical perspective — showing how entrepreneurship has developed over the centuries and where inspiration for new businesses comes from — with modern tools for building and scaling a company, including work with the One Page Strategic Plan according to V.			

Learning outcomes

Learning outcome	Reference to PRK	Description of the learning outcome	Verification method
Knowledge			
K_W01	P7S_WG	The student knows the stages of the development of entrepreneurship from the Middle Ages to the present day and understands how business history shapes today's company models.	oral exam/discussion
K_W02	P7S_WK	The student knows the key concepts of building a company (systemisation, franchising as a prototype) and scaling it (the Four Decisions model: People, Strategy, Execution, Cash) as well as the One Page Strategic Plan tool.	oral exam/discussion
Skills			

K_U01	P7S_UW	The student is able to identify and evaluate sources of business ideas by analysing the stories and experiences of various entrepreneurs.	oral exam/discussion
K_U02	P7S_UO	The student is able to complete a One Page Strategic Plan and reflect on it based on V. Harnish's	oral exam/discussion
Social competences			
K_K01	P7S_KK	The student is prepared to independently seek business inspiration and to critically reflect on their own ideas for economic activity.	oral exam/discussion

Course content

Module	Topic	Hours	Detailed content
Module 1	History of business and entrepreneurship – from medieval merchants to modern corporations	2 h	The development of trade in medieval cities, the birth of accounting and the first merchant handbooks, the Industrial Revolution and the modern enterprise. The roots of today's
Module 2	Where do business ideas come from? Analysis of history and videos about entrepreneurs	2 h	Analysis of video material featuring various entrepreneurs; discussion of sources of inspiration, recognising market opportunities and the role of observing customer needs.
Module 3	The E-Myth – why most small businesses fail	2 h	Three roles within a company: the entrepreneur, the manager, the technician. Typical mistakes made by first-time business owners, based on M. Gerber's book.
Module 4	The E-Myth – systems thinking and franchising as a company prototype	2 h	Building a company as a repeatable system; creating procedures and operating standards independent of the owner.
Module 5	Scaling Up – introduction to the One Page Strategic Plan (OPSP) tool	2 h	Overview of the structure of the One Page Strategic Plan according to V. Harnish; its role in organising company strategy on a single page.
Module 6	Scaling Up – the Four Decisions: People and Strategy in the One Page Plan	2 h	Completing the sections on team building and the strategy that differentiates the company in the market, within the student's own One Page Plan.
Module 7	Scaling Up – the Four Decisions: Execution and Cash in the One Page Plan	2 h	Completing the sections on turning strategy into action and the basics of managing cash flow.

Module 8	Presentation and reflection on the completed One Page Strategic Plan	2 h	Student presentations, peer feedback, reflection on the process, and a summary ahead of the oral

Teaching methods, assessment criteria and literature

Teaching methods:	• discussion and case study analysis • analysis of video material (entrepreneurs' stories) • workshop-based work on the One Page Strategic Plan • group work, presentations and reflection
Assessment methods and criteria:	The course is assessed through an oral exam/discussion covering the history of entrepreneurship, the concept of the E-Myth, and the Scaling Up model, as well as the student's reflection on their own completed One Page Strategic Plan.
Core reading:	• Gerber M. – The E-Myth Revisited: Why Most Small Businesses Don't Work and What to Do About It • Harnish V. – Scaling Up: How a Few Companies Make It...and Why the Rest Don't (Rockefeller Habits 2.0)
Supplementary reading (business history):	• Skodlarski J. – Historia gospodarcza [Economic History] (a survey of economic history from the Middle Ages to the 21st century) • Wieczorek I. – Rozwój cywilizacji w świetle ekonomii [The Development of Civilisation in the Light of Economics] • Video material (documentaries, interviews, entrepreneurs' stories) selected on an ongoing basis by the lecturer