SZKOŁA GŁÓWNA GOSPODARSTWA WIEJSKIEGO

Business Plan in Food Technology – blending course

Educational subject description sheet

Basic information

Field of study
Course Offer for exchange students - first degree studies (BA programmes)

Speciality
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Organizational unit
Course Offer for exchange students

Study level
first degree studies (BA programmes)

Study form
full-time studies

Education profile
General academic

Didactic cycle
2024/25

Subject code
PWMPWM1S_D.A100000.06395.24

Lecture languages
english

Mandatory
Elective subjects

Block
Basic subjects

Disciplines
Food technology and nutrition

Coordinator	Małgorzata Nowacka, Katarzyna Samborska
Teacher	Małgorzata Nowacka, Katarzyna Samborska

Period	**Examination**	**Number of ECTS points**
Winter semester	Exam **Activities and hours** Lecture: 24 Project exercises: 1	4

Goals

Code	Goal
C1	The aim of the course is to broaden students' knowledge about business sustainability (sustainable supply chain management, circular economy and resource efficiency, sustainability in marketing and branding, sustainable product development and innovation, sustainable finance and investment, practical implementation of sustainability), value proposition (problem identification and solution formulation, customer needs analysis, market research insights, etc.), business models (value proposition and customer segmentation, consumer engagement and customer relationships, channels and distribution models, revenue streams and pricing strategies, etc.), marketing strategy (marketing metrics and key performance indicators, marketing plan development), feasibility and viability (costs), and business plan development.

Entry requirements

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Subject's learning outcomes

Code	Outcomes in terms of	Effects	Examination methods
Knowledge – Student knows and understands:			
W1	statistical tools used to describe the impact of actions marketing		Test (written or computer based)
Skills – Student can:			
U1	communicate effectively on specialist topics with diverse audiences, participate and conduct debates on professional issues, use a foreign language at the B2+ level of the Common European Framework of Reference for Languages in the field of food packaging and testing of materials intended for contact with food		Test (written or computer based)
Social competences – Student is ready to:			
K1	is aware and understands the need for development in the field issues of the broadly understood food economy, he understands also the constant need to improve their professional qualifications in the development of innovative food products		Test (written or computer based)

Study content

No.	Course content	Subject's learning outcomes	Activities
1.	Business sustainability (sustainable supply chain management, circular economy and resource efficiency, sustainability in marketing and branding, sustainable product development and innovation, sustainable finance and investment, practical implementation of sustainability), value proposition (problem identification and solution formulation, customer needs analysis, market research insights, etc.), business models (value proposition and customer segmentation, consumer engagement and customer relationships, channels and distribution models, revenue streams and pricing strategies, etc.), marketing strategy (marketing metrics and key performance indicators, marketing plan development), feasibility and viability (costs), and business plan development.	W1, U1, K1	Lecture, Project exercises

Course advanced

Activities	Methods of conducting classes
Lecture	E-learning - lecture part
Project exercises	E-learning - exercises part

Activities	Examination method	Percentage
Lecture	Test (written or computer based)	80%
Project exercises	Test (written or computer based)	20%

Activities	Credit conditions
Lecture	test
Project exercises	test

Literature

Obligatory

1. Naeem, S., Lipton, S., & Huysen, T. v. (2021). Sustainable Food Production - An Earth Institute Sustainability Primer. Columbia University Press.
2. Osterwalder, A., Pigneur, Y., Bernarda, G., & Smith, A. (2014). Value Proposition Design: How to Create Products and Services Customers Want. Wiley.
3. Osterwalder, A., & Pigneur, Y. (2010). Business Model Generation. John Wiley & Sons.
4. McKeever, M. P. (2019). How to Write a Business Plan (14th ed.). Nolo.

Calculation of ECTS points

Activity form	Activity hours*
Lecture	24

Project exercises	1
Preparation for the test	75
Student workload	**Hours** 100
Number of ECTS points	**ECTS** 4

* hour means 45 minutes