


KAPITAŁ LUDZKI
NARODOWA STRATEGIA SPÓJNOŚCI

Projekt współfinansowany przez
Unię Europejską w ramach
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Społecznego

UNIA EUROPEJSKA
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Course title			ECTS code	
The activities of the company in contemporary environment			13.3.1306	
Name of unit administrating study				
Faculty of Economics				
Studies				
faculty		field of study		type
Faculty of Chemistry		Chemistry		second tier studies (MA)
				form
				full-time
				specialty
				all
				specialization
				all
Teaching staff				
dr Grzegorz Pawłowski; dr Jarosław Kempa				
Forms of classes, the realization and number of hours			ECTS credits	
Forms of classes			2	
Lecture			classes - 30 h	
The realization of activities			tutorial classes – 5 h	
classroom instruction			student's own work – 15 h	
Number of hours			Total: 50 h - 2 ECTS	
Lecture: 30 hours				
The academic cycle				
2023/2024 winter semester				
Type of course		Language of instruction		
obligatory		english		
Teaching methods		Form and method of assessment and basic criteria for eveluation or examination requirements		
Lecture with multimedia presentation		Final evaluation		
• Case studies		Graded credit		
		Assessment methods		
		basic level: case study presentation		
		correct level: conversation		
		The basic criteria for evaluation		
		according to “Rules and regulations for studies at the University of Gdansk”		
Method of verifying required learning outcomes				
The method of verifying the acquisition of knowledge:				
oral presentation and argumentation during the discussion				
The method of verifying the acquisition of skills:				
oral presentation and argumentation during the discussion				
The method of verifying the acquisition of social competences:				
observation of the student's behavior during classes and during consultations				
Required courses and introductory requirements				
A. Formal requirements				
the ability to clearly prepare a multimedia presentation				
B. Prerequisites				
individual interest in entrepreneurship issues and analysis of the company's development in the stormy market environment				
Aims of education				
Introduction to the issues of the company's business strategy, with particular emphasis on SMEs				
Teaching the basics of financial analysis of a company				

Acquainting with the main elements of the company's potential and its environment
Indication of strategic sources of economic information about the enterprise and its environment
Identification of risks in enterprises and its environment as well as methods of managing these risks
Presentation of the principles of strategic analysis
Indication of the principles of the business cycle analysis

Course contents

The essence of business management and the characteristics of the company's environment
Basic issues of financial analysis of a company
Planning and organizing process in the company
Change management in the enterprise
Analysis of the business cycles
Corporate strategic management and its components
Essence and basic conceptions related to the company's environment
Strategic analysis as the basis for building a strategic plan
Business plan and corporate strategy
Scenario methods for macro-environment analysis
Analysis of the competitive environment
Analysis of the company's strategic potential
SWOT as a comprehensive method of strategic analysis
Analysis of risks in the company's environment

Bibliography of literature

Literature required to pass the course
W. Gabrusewicz: Podstawy analizy finansowej. PWE, Warszawa 2007, Gierszewska G., Romanowska M., Analiza strategiczna przedsiębiorstwa PWE, Warszawa 2002, Hubner D. i inni: Koniunktura gospodarcza, PWE, Warszawa 1994, Jak zwiększyć konkurencyjność firmy na rynku Unii Europejskiej, Ernst&Young, Warszawa 2003, Porter M.E., Przewaga konkurencyjna, wyd. One Press, Warszawa 2006
Extracurricular readings
Butra J. i inni: Przedsiębiorstwo i jego otoczenie w gospodarce rynkowej, PAN, Kraków 1999, Penc-Pietrzak I, Analiza strategiczna w zarządzaniu firmą, wyd., C.H. Beck, Warszawa, 2003
"Ekonomika i Organizacja Przedsiębiorstwa", numery z lat 2010 - 2015 "Przegląd Organizacji", numery z lat 2010 - 2015 Pierscionek Z., Strategia rozwoju firmy (1997) Porter M.E.: Strategia konkurencji (1994) Romanowska M., Strategie rozwoju i konkurencji (1998)

The learning outcomes (for the field of study and specialization)

K_W15: formulates general principles for creating and developing selected forms of individual entrepreneurship enabling the use of knowledge coming from science

K_U03: finds necessary information in specialist literature, databases and other sources, lists basic scientific journals in chemistry

K_U07: defines and implements the directions of own further education

K_K06: undertakes research tasks consciously and responsibly, understanding the social aspects of the practical application of the acquired knowledge and skills and the responsibility related to it

K_K07 - can think and act in an entrepreneurial manner

Knowledge

Student has knowledge about the relations between phenomena, entities, structures and economic institutions on the micro, macroeconomic and sectoral scale, both in real and monetary terms student knows the economics proper for the scientific discipline, selected methods and description tools, including techniques for obtaining information and description of phenomena, processes, entities, structures and economic institutions and the regularities that ruling them

Skills

Student can correctly observe and interpret economic phenomena and processes, using basic economic terminology student can use the basic theoretical knowledge and obtain data to analyze specific economic processes and phenomena

Social competence

Student is able to independently supplement and improve the acquired knowledge and economic skills, is open to new ideas and techniques, has a tendency to learn with any method and a tendency to interact with other participants of the learning process is able to think and act in an entrepreneurial manner and to communicate skilfully with the environment; adapts to new situations and conditions, takes up new challenges of creative thinking, and becomes resistant to failure

Contact

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