



KAPITAŁ LUDZKI
NARODOWA STRATEGIA SPÓJNOŚCI

Projekt współfinansowany przez
Unię Europejską w ramach
Europejskiego Funduszu
Społecznego

UNIA EUROPEJSKA
EUROPEJSKI
FUNDUSZ SPOŁECZNY



Course title		ECTS code	
Company's activity in contemporary environment		4.0.1835	
Name of unit administrating study			
Faculty of Economics			
Studies			
faculty	field of study	type	drugiego stopnia
Wydział Chemii	Biznes chemiczny	form	stacjonarne
		specjalty	wszystkie
		specialization	wszystkie
Teaching staff			
dr Grzegorz Pawłowski			
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		polish	
Teaching methods		Form and method of assessment and basic criteria for evaluation or examination requirements	
- multimedia-based lecture		Final evaluation	
- • Case studies		Graded credit	
		Assessment methods	
		written test	
		The basic criteria for evaluation	
		The basic criteria for evaluation or exam requirements	
		single-choice test: 51% - 3, 61%- 3,5, 71%- 4, 81%- 4,5, 91%- 5	
Method of verifying required learning outcomes			
Required courses and introductory requirements			
A. Formal requirements			
B. Prerequisites			
individual interest in entrepreneurship issues and analysis of the company's development in the stormy market environment			
Aims of education			
Aims of education			
Introduction to the issues of the company's business strategy, with particular emphasis on SMEs and family enterprises			
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			

<p>Presentation of the principles of strategic analysis Indication of the principles of the business cycle analysis</p>	
<p>Course contents</p> <p>Course contents The essence of business management and the characteristics of the company's environment Planning and organizing process in the company The specifics of the family business Change management in the enterprise Analysis of the business cycles Sources of strategic information about the company's environment, economic information inside the company 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</p>	
<p>Bibliography of literature</p> <p>Bibliography of literature Literature required to pass the course Butra J. i inni: Przedsiębiorstwo i jego otoczenie w gospodarce rynkowej, PAN, Kraków 1999, 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 Gierszewska G., Romanowska M., Analiza strategiczna przedsiębiorstwa PWE, Warszawa 2002 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)</p>	
<p>The learning outcomes (for the field of study and specialization)</p>	<p>Knowledge</p> <p>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</p>
	<p>Skills</p> <p>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</p>
	<p>Social competence</p> <p>Social competence oral presentation and argumentation during the discussion</p>
<p>Contact</p> <p>grzegorz.pawlowski@ug.edu.pl</p>	