

Course title Działalność przedsiębiorstwa we współczesnym otoczeniu / The activities of the company in contemporary environment		ECTS code 13.3.0665	
Name of unit administrating study Faculty of Chemistry			
Studies			
Field of study	Type	Form	
Chemical Business	Master	Full-time studies	
Teaching staff Dr Grzegorz Pawłowski			
Forms of classes, the realization and number of hours		ECTS credits 2	
A. Forms of classes, in accordance with the UG Rector's regulations lecture		classes - 30 h tutorial classes – 5 h student's own work – 15 h	
B. The realization of activities in-class learning		Total: 50 h - 2 ECTS	
C. Number of hours 30 h lecture			
The academic cycle 2020/21 winter semester			
Type of course obligatory		Language of instruction Polish	
Teaching methods •Lecture with multimedia presentation • Case studies		Form and method of assessment and basic criteria for evaluation or examination requirements	
		A. Final evaluation, in accordance with the UG study regulations course completion (with a grade)	
		B. Assessment methods basic level: written test correct level: conversation	
		C. The basic criteria for evaluation or exam requirements single-choice test: 51% - 3, 61%- 3,5, 71%- 4, 81%- 4,5, 91%- 5	
Required courses and introductory requirements 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 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 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 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

Bibliography of literature

A. 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

B. 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)