

<b>Course title</b> Działalność przedsiębiorstwa we współczesnym otoczeniu / The activities of the company in contemporary environment		<b>ECTS code</b> 13.3.0665	
<b>Name of unit administrating study</b> Faculty of Chemistry			
<b>Studies</b>			
<b>Field of study</b>	<b>Type</b>	<b>Form</b>	
Chemistry	Masters	Full-time studies	
<b>Teaching staff</b> Dr Grzegorz Pawłowski			
<b>Forms of classes, the realization and number of hours</b>		<b>ECTS credits</b> 2	
<b>A. Forms of classes, in accordance with the UG Rector's regulations</b> lecture		classes - 30 h tutorial classes – 5 h student's own work – 15 h	
<b>B. The realization of activities</b> in-class learning		Total: 50 h - 2 ECTS	
<b>C. Number of hours</b> 30 h lecture			
<b>The academic cycle</b> Second year, winter semester			
<b>Type of course</b> obligatory		<b>Language of instruction</b> Polish	
<b>Teaching methods</b> •Lecture with multimedia presentation • Case studies		<b>Form and method of assessment and basic criteria for evaluation or examination requirements</b>	
		<b>A. Final evaluation, in accordance with the UG study regulations</b> course completion (with a grade)	
		<b>B. Assessment methods</b>  basic level: written test correct level: conversation	
		<b>C. The basic criteria for evaluation or exam requirements</b> single-choice test: 51% - 3, 61%- 3,5, 71%- 4, 81%- 4,5, 91%- 5	
<b>Required courses and introductory requirements</b>  individual interest in entrepreneurship issues and analysis of the company's development in the stormy market environment			
<b>Aims of education</b> 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			
<b>Course contents</b> 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  
 Pięrcionek Z., Strategia rozwoju firmy ( 1997 )  
 Porter M.E.: Strategia konkurencji ( 1994 )  
 Romanowska M., Strategie rozwoju i konkurencji ( 1998 )

### **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**

oral presentation and argumentation during the discussion