

Subject card

Subject name and code	Prospects for enterprise development, PG_00123474						
Field of study	Economics						
Date of commencement of studies	October 2024	Academic year of realisation of subject			2025/2026		
Education level	Master's studies	Subject group			Obligatory subject group in the field of study Specialty subject group		
Mode of study	full-time studies	Mode of delivery			at the university		
Year of study	2	Language of instruction			Polish		
Semester of study	4	ECTS credits			4.0		
Learning profile	academic	Assessment form			credit		
Conducting unit							
Name and surname of lecturer (lecturers)	Subject supervisor		dr hab. Beata Majecka				
	Teachers		dr Joanna Hartenberger-Liszek dr hab. Beata Majecka				
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	0.0	30.0	0.0	0.0	0.0	30
	E-learning hours included: 0.0						
Learning activity and number of study hours	Learning activity	Participation in didactic classes included in study plan		Participation in consultation hours		Self-study	SUM
	Number of study hours	30		0.0		0.0	30
Subject objectives	The basic objectives of the course are to identify and verify in practice the ways of diagnosing and functioning enterprises and to acquire the ability to determine the development prospects of the surveyed entities, based on their market behavior. An additional goal is for students to learn about the diversity and specificity of diagnostic and functional enterprises.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[EKONMU2_K02] is aware of the level of their knowledge in the area of solving complex problems in economic,; understands the need to extend and update this knowledge throughout his/her life	The student strives to supplement and improve their knowledge while being aware of the need for lifelong learning, which results from the dynamics of the socio-economic environment	[SK2] presentation/project/paper/report
	[EKONMU2_U08] can independently analyse economic and social phenomena and processes, and can perform a theoretically deepened assessment of such phenomena, using appropriately selected research method	The student uses research (analytical) and data presentation methods to present a case study, with particular attention to the development prospects of the studied entity	[SU2] presentation/project/paper/report
	[EKONMU2_K05] correctly identifies, diagnoses and solves dilemmas and alternative solutions related to the profession	The student works independently in the preparation of presentations, identifying, diagnosing and creatively resolving the development dilemmas of enterprises and the involvement of entrepreneurs	[SK1] oral statement/conversation/discussion [SK2] presentation/project/paper/report
	[EKONMU2_U06] can practically apply various forms and range of acquired knowledge in economics, finance and management, supplementing it with an independent critical analysis of its efficiency and usefulness	The student analyzes and verifies information about enterprises based on internal documents, interviews with entrepreneurs and observation of market behavior of the surveyed entities	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report
	[EKONMU2_K01] recognises the importance of knowledge in the field of economics in the process of identifying and solving economic problems and of consulting experts when having difficulties in solving them independently	The student discusses economic phenomena, based on the opinions of experts, while remaining open to the opinion of other participants in the discussion	[SK1] oral statement/conversation/discussion
	[EKONMU2_W08] has an in-depth knowledge of processes occurring in enterprises and economic organisations and with related areas, as well as of processes of change in public institutions; knows methods of research on the regularities governing these changes, taking into account the influence of external stakeholders on them	The student explains the specific assumptions of diagnosing and functioning of the surveyed entities and is able to indicate their development prospects	[SW4] test/exam - oral or written [SW1] oral statement/conversation/discussion
	[EKONMU2_W02] has an in-depth knowledge of various types of existing economic entities and organisations as well as an extended knowledge of public institutions	The student identifies diagnostic and functional characteristics in diverse types of enterprises	[SW4] test/exam - oral or written [SW1] oral statement/conversation/discussion
	[EKONMU2_W11] knows the detailed principles of establishing and developing forms of individual entrepreneurship, using the knowledge of economics, finance and management sciences	The student is able to present the conditions for the development of modern enterprises resulting from the formal, legal, sectoral and organizational specificity of the surveyed entities	[SW4] test/exam - oral or written [SW1] oral statement/conversation/discussion
	[EKONMU2_U04] can forecast and model complex economic and social processes using quantitative and qualitative methods and tools developed by economic sciences (including statistics and econometrics)	The student anticipates the development prospects for a case study company	[SU2] presentation/project/paper/report
Subject contents	<ol style="list-style-type: none"> 1. Introductory issues - defining the conditions and prospects for the development of enterprises in the modern economy 2. A systemic approach to economic diagnosis of enterprises 3. Corporate systems 4. Operational area in the system of functioning and diagnosing the company 5. Marketing area in the system of functioning and diagnosing the company 6. Motivational area in the system of functioning and diagnosis and the enterprise 7. Economic and financial area in the system of functioning and diagnosing the enterprise 8. Practical verification of the systems for diagnosing and functioning of enterprises serving the development of the analyzed entities 		

Prerequisites and co-requisites	<p>The prerequisite is to master the knowledge of specialty subjects carried out in the second and third semester, as well as to acquire the ability to observe the socio-economic environment and skills in the field of business analyst. The competence necessary to implement the described subject is the awareness of the need for lifelong learning, which is related to the dynamics of changes in the socio-economic space in which enterprises operate and develop.</p> <p>Knowledge of subjects: Economic diagnosis, Functioning of enterprises, Economic and financial analytics, Operational and work analytics, Market and marketing analytics, Decision-making methods</p>														
Assessment methods and criteria	<table border="1"> <thead> <tr> <th>Subject passing criteria</th> <th>Passing threshold</th> <th>Percentage of the final grade</th> </tr> </thead> <tbody> <tr> <td>Presence</td> <td>51.0%</td> <td>25.0%</td> </tr> <tr> <td>Activity</td> <td>51.0%</td> <td>25.0%</td> </tr> <tr> <td>presentation</td> <td>51.0%</td> <td>50.0%</td> </tr> </tbody> </table>	Subject passing criteria	Passing threshold	Percentage of the final grade	Presence	51.0%	25.0%	Activity	51.0%	25.0%	presentation	51.0%	50.0%		
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Recommended reading	Basic literature	<p>1. B. Majecka, A. Letkiewicz, Samoregulacyjne kształtowanie zachowań rynkowych przedsiębiorstw, Wydawnictwo Uniwersytetu Gdańskiego, Gdańsk 2020.</p> <p>2. K. Szalucki, Kształtowanie równowagi przedsiębiorstw transportowych, Wydawnictwo Texter, Warszawa 2016.</p>													
	Supplementary literature	<p>1. J. Hartenberger-Liszek, J. Krupska, A. Miłosz, Przedsięwzięcia w rozwoju współczesnych przedsiębiorstw. Strategia, zarządzanie, finansowanie, Wydawnictwo Uniwersytetu Gdańskiego, Gdańsk 2020.</p> <p>2. J. Hartenberger-Liszek, Problemy poznawcze diagnozowania ekonomicznego przedsiębiorstw, Wydawnictwo Uniwersytetu Gdańskiego, Gdańsk 2014.</p> <p>3. A. Letkiewicz, Samoregulacja w symetryzacji systemów przedsiębiorstw, Wydawnictwo Uniwersytetu Gdańskiego, Gdańsk 2013.</p> <p>4. B. Majecka, Perspektywy zachowań przedsiębiorstw, Wydawnictwo Uniwersytetu Gdańskiego, Gdańsk 2013.</p> <p>5. Yuldasheva Nilufar Abduvakhidovna, Factors influencing the implementation of the innovation strategy at industrial enterprises, "World Bulletin of Management and Law", 2023, 19, 5-11. Retrieved from https://www.scholarexpress.net/index.php/wbml/article/view/2096.</p>													
	eResources addresses														
Example issues/ example questions/ tasks being completed	<p>The basis for passing the exercise part is the preparation and presentation of a presentation on the diagnostic and functional prospects for the development of the selected company. The evaluation criteria are based on the degree of complexity of the elaboration of the issue in question, taking into account all the required elements of the presentation (characteristics of the analyzed company, results of diagnosing the operational, marketing, motivational and economic and financial areas of the enterprise, presentation of the principles of the company's functioning in the mentioned areas, indication of market behavior of the analyzed company and discussion of development prospects audited company). The basis for obtaining the exam grade is demonstrating knowledge of the diagnostic and functional perspectives of enterprise development - assessment based on answers to questions asked for presentations, as well as attendance and activity in classes.</p>														
Work placement	Not applicable														

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