

Subject card

Subject name and code	Market Behaviour of Enterprises, PG_00048622						
Field of study	Economics						
Date of commencement of studies	October 2024	Academic year of realisation of subject			2026/2027		
Education level	Bachelor's studies	Subject group			Obligatory subject group in the field of study		
Mode of study	full-time studies	Mode of delivery			at the university		
Year of study	3	Language of instruction			Polish		
Semester of study	5	ECTS credits			4.0		
Learning profile	academic	Assessment form			credit		
Conducting unit	Department of Economics and Management of Transportation Companies -> Faculty of Economics -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		dr hab. Beata Majecka				
	Teachers		dr hab. Beata Majecka				
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	30.0	0.0	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	To familiarize students with the knowledge of market behavior of enterprises, the desirability of learning about this phenomenon in the socio-economic space and research methods (including one of the basic methods in economic sciences - case study and observation of market phenomena), basic classifications and factors affecting market behavior generated by economic entities.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[EKONL3_U08] has the ability to observe, understand and analyse economic and social phenomena and processes using appropriate scientific methods	The student has the ability to observe, understand and analyze the phenomenon of market behavior of enterprises and other economic and social processes by means of adequate scientific methods.	[SU4] test/exam - oral or written
	[EKONL3_U01] can correctly interpret economic and social phenomena and apply knowledge of economics, finance and management sciences to explain economic phenomena	Students are able to correctly interpret economic and social phenomena and apply knowledge of economics, finance and management sciences to explain economic phenomena, including market behavior.	[SU4] test/exam - oral or written
	[EKONL3_K05] correctly identifies, diagnoses and resolves professional dilemmas and different options for solutions	The student correctly identifies, diagnoses and resolves dilemmas and various options of solutions regarding the phenomenon of market behavior of enterprises, which can be helpful in the profession.	[SK4] test/exam - oral or written
	[EKONL3_W02] has advanced knowledge of the different types of existing business entities and organisations and public institutions	The student has advanced knowledge of various types of economic entities and organizations economic entities and organizations whose behavior in the environment is important in shaping the socio-economic system.	[SW4] test/exam - oral or written
	[EKONL3_U03] is able to analyse the causes and course of specific economic and social processes and phenomena, and accurately analyse these phenomena using adequate methods and tools economic and social	Students are able to analyze the causes and course of specific processes and phenomena economic and social, with particular emphasis on the market behavior of enterprises, and accurately analyze these phenomena with the help of adequate economic and social methods and tools.	[SU4] test/exam - oral or written
	[EKONL3_K06] is willing to be guided in his professional life by business ethics and corporate social responsibility, to respect others and to be loyal to his employer	The student is ready to be guided in his professional life by business ethics and corporate social responsibility, to respect others and to be loyal to his employer - as evidenced by observations of ethical and unethical market behavior of enterprises.	[SK4] test/exam - oral or written
	[EKONL3_W05] has advanced knowledge of man as a subject who creates social structures and the principles of their functioning and of his action in these structures, knows well the motives of human economic decision-making	The student has advanced knowledge of man as an entity creating social structures, including enterprises and the principles of their functioning, and of his actions in these structures, he knows well the motives of man making economic decisions leading to the generation of expected market behavior.	[SW4] test/exam - oral or written
	[EKONL3_W03] has advanced knowledge of the relations between economic agents and social organisations operating in the national, international and intercultural arenas	The student has advanced knowledge of the relationship between economic agents, which is based on mutual observation of their market behavior.	[SW4] test/exam - oral or written

Subject contents	<p>1 The essence of organizational behavior as a subject of economic research 2. Behavior of enterprises in the stratified market system 3. General determinants of market behavior of enterprises 4. Basics of classification of enterprises 5 Systematics of market behavior of enterprises 6 Systematics of market behavior of enterprises - case studies 7 Behavioral theory and methodology of enterprise behavior research 8 Incentive determinants - determinant of market behavior of enterprises 9. Environment - determinant of market behavior of enterprises 10. Nature of enterprises - determinant of their market behavior 11. Decision-making determinants of market behavior of enterprises 12. Behavior of enterprises as organizations 13. Behavior of enterprises against the background of the life cycle of the organization 14. Intra-organizational behavior vs. market behavior 15. Cognitive values of market behavior of enterprises</p>		
Prerequisites and co-requisites	Basic knowledge of economics and knowledge of enterprise science, as well as an interest in the problems of market responses of enterprises and the basic factors of their creation.		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	oral examination - discussion	51.0%	100.0%
Recommended reading	Basic literature	<p>1. Majecka B., Zachowania organizacyjne przedsiębiorstw, Wydawnictwo Uniwersytetu Gdańskiego, Gdańsk 2002. 2. Majecka B., Perspektywy zachowań przedsiębiorstw. Celowość, funkcjonalność, witalność, Wydawnictwo UG, Gdańsk 2013. 3. Zachowania rynkowe przedsiębiorstw w teorii i praktyce gospodarczej, red. B. Majecka i M. Jarocka, PTE, Gdańsk 2015.</p>	
	Supplementary literature	<p>1. Komorowski J., Cele przedsiębiorstwa a rozwój gospodarczy. Ujęcie behawioralne, Oficyna Wydawnicza SGH, Warszawa 2012. 2. Pławgo S.B., Zachowania małych i średnich przedsiębiorstw w procesie internacjonalizacji, Instytut Organizacji i Zarządzania w Przemśle ORGMASZ, Warszawa 2004. 3. Zachowania organizacyjne. Wybrane zagadnienia, red. A. Potocki, Difin, Warszawa 2005. 4. Zachowania podmiotów w warunkach globalizacji, red. W. Patrzalek, Wydawnictwo Naukowe SCHOLAR, Warszawa 2010. 5. Rua T., The role of market orientation on company performance through the development of sustainable competitive advantage: the Inditex-Zara case, https://www.academia.edu/29778171/The_role_of_market_orientation_on_company_performance_through_the_Zara_case/. 6. Umar F., Organisational Behaviour: A case study of Coca-Cola Company, https://www.academia.edu/8516165/Organisational_Behaviour_A_case_study_of_Coca-Cola_Company/. 7. Gautam S., Case Study - Entry of Starbucks in Indian Market, https://www.researchgate.net/publication/316600552_Case_Study_Entry_of_Starbucks_in_Indian_Market/</p>	
	eResources addresses		
Example issues/ example questions/ tasks being completed	Sample questions of the oral exam - issues for discussion: 1. What cognitive and practical values does the observation of market behavior of enterprises have? 2. Market behavior of enterprises as a source of knowledge of important characteristics of enterprises 3. How can knowledge of market behavior of enterprises be practically used? 4. What factors affect the formation of market behavior of enterprises?		
Work placement	Not applicable		

Document generated electronically. Does not require a seal or signature.