

Subject card

Subject name and code	Analysis of Business Cases, PG_00119153						
Field of study	International Economic Relations						
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	6	ECTS credits			2.0		
Learning profile	academic	Assessment form			credit		
Conducting unit	Department of Sustainable Market Processes -> Faculty of Economics -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		dr Urszula Mrzygłód				
	Teachers		dr Urszula Mrzygłód				
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	0.0	15.0	0.0	0.0	0.0	15
	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	15		0.0		0.0	15
Subject objectives	The main objective of the course is to familiarise students with examples of more complex business and analytical problems that students may encounter in their future professional work. This will give students a better understanding of how business entities operate in a financial and banking environment. An additional objective is to improve students' decision-making, analytical problem-solving and teamwork skills.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[MSG3_U13] can prepare presentations and oral speeches on selected specific problems concerning international economic relations (in connection with the chosen speciality within International Economic Relations), using basic theoretical approaches, specialist terminology, principles of collecting data from various sources, their description and interpretation, and drawing conclusions based on scientific literature	Student p efektywnie i profesjonalnie przeprowadzić prezentację wyznaczonego problemu z poszanowaniem praw ochrony własności intelektualnej. W przygotowywanych prezentacjach kieruje się zasadami opisu i interpretacji zjawisk zgodnymi dla specjalności finanse międzynarodowe i bankowość.	[SU5] implementation of a problem task
	[MSG3_U08] uses basic methods and computer programmes as well as marketing techniques and tools to acquire and analyse data necessary in his/her professional work to diagnose economic processes and make adequate economic decisions	The student uses an Excel spreadsheet and/or a similar programme and the chosen software to create presentations as part of solving decision-making problems and presenting results.	[SU2] presentation/project/paper/report [SU5] implementation of a problem task
	[MSG3_U02] can assess economic and social phenomena occurring in an open economy, interpret necessary statistical data and economic indicators, as well as forecast economic phenomena and processes, using standard methods and tools applied in economic sciences	The student is familiar with and able to make appropriate use of data and economic indicators, selected statistical and financial functions, and is able to use them to evaluate a problem and seek solutions and the best available choices.	[SU5] implementation of a problem task
	[MSG3_K04] is ready to think and act in an entrepreneurial manner; adapts to new situations and conditions, undertakes challenges of creative thinking; is resilient to failures; can identify threats and assess the risk of their occurrence	The student is able to determine the importance of tasks and understands his/her responsibility for the actions taken, thinks in an entrepreneurial manner and is able to propose within a group a possible solution to a decision-making problem.	[SK5] implementation of a problem task [SK8] observation of student's independent or team work
	[MSG3_K01] is ready to recognise the importance of knowledge in the field of economics in the process of identifying and solving economic problems and to consult experts in case of difficulties in solving them independently	The student identifies the economic knowledge required to solve a decision-making problem - case study, actively seeks knowledge independently and is ready to use expert assistance.	[SK5] implementation of a problem task
	[MSG3_U01] can correctly interpret and explain economic and social phenomena, analyse their causes, course and connections between these phenomena using the acquired knowledge of economics, finance and international economic relations	The student is able to appropriately interpret and analyse practical economic processes using the acquired theoretical knowledge.	[SU5] implementation of a problem task
	[MSG3_U14] can interact and work in a team (including an international one), taking various roles within it	The student deepens his/her communication and cooperation skills in a team within which he/she solves decision-making problems.	[SU8] observation of student's independent or team work
	[MSG3_W06] knows and understands the relations between economic entities and public institutions functioning in the national, international and intercultural realms	The student acquires knowledge of basic financial considerations in solved case studies; understands the relationship between business entities belonging to domestic and international trade.	[SW2] presentation/project/paper/report [SW5] implementation of a problem task
	[MSG3_W10] knows selected methods and tools, including IT tools and data acquisition techniques, which make it possible to describe and analyse economic entities operating on the international market; knows the processes and phenomena occurring in them and between them, and processes supporting decision-making	The student is familiar with selected functions in an Excel or similar spreadsheet to deepen the analysis of a given decision problem.	[SW2] presentation/project/paper/report [SW5] implementation of a problem task

	Course outcome	Subject outcome	Method of verification
	[MSGL3_W09] has knowledge about a human being as an individual making economic decisions, acting within social structures and organisational units (in particular enterprises) or conducting individual economic activity	In solving the case studies, the student acquires knowledge about economic decisions made by individuals and companies.	[SW2] presentation/project/paper/report [SW5] implementation of a problem task
Subject contents	1. Case studies - introductory case - market innovations. 2. Corporate investment projects: introduction to capital budgeting, risk analysis, role of CSR in investment decisions. 3. Refinancing and loan conversion: evaluation of contract provisions, risks and spreadsheet assessment of profitability. 4. IPO of a company: evaluation of benefits and risks, profitability calculation, fundamental analysis of the IPO company. 5. Alternative forms of raising finance: crowdfunding as a method of funding business and social projects. 6. Data analysis using statistical methods: success factors of crowdfunding campaigns. 7. Corporate financial performance and seasonality.		
Prerequisites and co-requisites	Basic knowledge of finance and banking.		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	Solving case studies, including short presentations of solutions	51.0%	100.0%
Recommended reading	Basic literature	Moszoro, M., <i>Analiza problemów biznesowych: studia przypadków polskich przedsiębiorstw</i> , Oficyna Wolters-Kluwer, Warszawa 2010. Case studies given in class by tutors.	
	Supplementary literature	Brigham E., Huston, J.F., <i>Podstawy zarządzania finansami</i> , PWE, Warszawa 2005. Adamska-Mieruszewska J., Mrzyglód U., <i>Wykorzystanie finansowania społecznościowego w Polsce w latach 2011-2014</i> , Zeszyty Naukowe Uniwersytetu Szczecińskiego. Finanse, Rynki Finansowe, Ubezpieczenia, 2014, nr 67, s. 761-774. Shneor R., Mrzyglód U., Adamska-Mieruszewska J., Fornalska-Skurczyńska (2021), The role of social trust in reward crowdfunding campaigns design and success, <i>Electronic Markets</i> : https://link.springer.com/article/10.1007/s12525-021-00456-5	
	eResources addresses		
Example issues/ example questions/ tasks being completed	Based on the data presented, please analyse the factors influencing the success of a crowdfunding campaign.		
Work placement	Not applicable		

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