

Subject card

Subject name and code	Company vs. Financial Market, PG_00137422						
Field of study	Finance and Accounting						
Date of commencement of studies	October 2023	Academic year of realisation of subject				2025/2026	
Education level	undergraduate studies	Subject group			Obligatory subject group in the field of study		
Mode of study	part-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					
Conducting unit							
Name and surname of lecturer (lecturers)	Subject supervisor		dr Magdalena Gostkowska-Drzewicka				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	20.0	8.0	0.0	0.0	0.0	28
	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	28		0.0		0.0	28
Subject objectives	Mastering key issues for enterprises as financial market participants. The ability to make basic financial decisions and the evaluation of the effects of making these decisions. Theoretical knowledge of the basics of portfolio analysis, capital market models and the basics of derivatives						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[FiRL3_U04] The student can forecast economic processes and phenomena in finance and accounting using advanced methods and tools.	Understands the basic phenomena occurring in the area of the financial market and correctly uses the terms related to it: capital market models, the concept of a portfolio of shares, the concept of a portfolio of various financial instruments, derivatives.	[SU4] test/exam - oral or written
	[FiRL3_U01] The student understands and can correctly interpret complex economic phenomena in finance and accounting, and other social sciences. The student understands and can explain the content of announcements of economic institutions, articles published in the daily press and journals in the field of finance (excluding scientific journals). The student correctly applies concepts of social sciences.	Student has basic knowledge of: concepts related to financial markets and instruments advantages and disadvantages of running a business in various organizational and legal forms, functions performed by the financial market, institutions that create financial markets.	[SU2] presentation/project/paper/report
	[FiRL3_U03] The student can properly analyse the causes, course and effects of specific processes and phenomena in finance and accounting, using advanced theories and relevant social sciences methods. Can identify stakeholders of processes and phenomena from the disciplines of management and quality sciences and economics and finance.	Knows how to value financial instruments (bills of exchange, commercial bills, bonds, shares) He can analyze the stock portfolio, especially the correlation of rates of return. Can make simple predictions using the basics of analysis fundamental and technical. Can compare financial instruments, assess the income from investments in different financial instruments, assess the financial situation of the company against the sector. Can choose a portfolio of financial instruments that ensure the best possible the highest rate of income with the lowest possible level of risk. Can calculate and interpret the correlation coefficient of rates of return.	[SU4] test/exam - oral or written
	[FiRL3_K04] Integrity: - abides by business ethics - respects the law - is objective, is able to recognize conflicts of interest - correctly identifies and resolves dilemmas related to the practice of the profession.	Can participate in a cultural way in a discussion on the processes financial market and properly argue them. Fulfills obligations resulting from the applicable credit rules Item. Uses scientific literature and source materials in accordance with the principles Intellectual. Can calculate and interpret the correlation coefficient of rates of return. Can prepare a multimedia presentation on the results analyses carried out in the field of analysis of financial instruments.	[SK2] presentation/project/paper/report
	[FiRL3_K06] Creativity: - thinks creatively, is able to go beyond the usual patterns, - is able to think and act in an entrepreneurial manner, - is able to adapt flexibly to the requirements of the environment.	Student understands the need for continuous study of the literature on the functioning of the financial market in order to improve their knowledge and skills in the field of in this regard. He persistently strives to achieve the goal set by the lecturer, i.e. understanding relations and connections between enterprises and other companies financial market participants.	[SK8] observation of student's independent or team work

	Course outcome	Subject outcome	Method of verification
	[FiRL3_W05] The student has knowledge of views on economic and social structures and institutions and types of social ties and their historical evolution.	Has knowledge of the historical evolution of modern instruments and markets financial instruments and money.	[SW4] test/exam - oral or written
	[FiRL3_W06] The student has advanced knowledge of methods and tools, including data acquisition and analysis techniques, appropriate to management science and quality, which allow describing economic structures and institutions and the processes within and between them.	Knows the methods and tools, including data acquisition and analysis techniques, appropriate for evaluation of financial instruments.	[SW3] text preparation/written work
	[FiRL3_W07] The student has advanced knowledge of norms and rules (legal, organizational, moral and ethical) in finance and accounting. Knows and understands the concepts and principles of industrial property protection and copyright law.	Can identify basic regulations concerning the functioning of the financial market	[SW1] oral statement/ conversation/discussion
Subject contents	A. Problems of the lecture The concept and typology of enterprises. The concept, segments, functions and institutions of the financial market. The concept and classification of financial instruments. Valuation and analysis of money market instruments. Issuance, types and valuation of bonds, valuation of bonds. The concept and types of shares, public issue of shares, the procedure for introducing a company to the stock exchange. Analysis of shares of a public company, basics of fundamental and technical analysis, valuation of shares, measurement of income and risk of shares. Analysis of the stock portfolio, correlation of rates of return of shares, the concept of a portfolio of shares, the concept of a portfolio of various financial instruments Capital market models; Sharpe single-ratio model, CAPM model, price arbitrage theory (APT). Derivatives Fundamentals; the concept of derivatives, the essence and types of futures contracts, the essence and types of options, swaps and other derivatives. B. Problems of the exercises Basics of financial decisions (time value of money: capitalization and discounting; real interest rate, nominal interest rate, inflation rate). Money market instruments (bills of exchange, commercial bills, working capital loans) Capital market instruments (value and yield on bonds; value of shares discounted dividend model, share valuation using the DCF method, EVA-based method, net asset method, adjusted net asset method, replacement method, liquidation method; determination of the level of risk and the expected rate of return on shares) Analysis of the stock portfolio and capital market models (Calculation and interpretation of the correlation coefficient of return on shares; study of the effectiveness of the stock portfolio, CAPM model)		
Prerequisites and co-requisites	Knowledge of basic issues in the field of corporate finance and the basics of financial mathematics.		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	Test	51.0%	50.0%
	Colloquium	51.0%	50.0%
Recommended reading	Basic literature	R. Pastusiak, Przedsiębiorstwo na rynku kapitałowym. Operacje giełdowe rynku publicznego i niepublicznego, Ce-DeWu, Warszawa 2010 A. Skowronek-Mielczarek, Z. Leszczyński, Analiza działalności i rozwoju przedsiębiorstwa, PWE, Warszawa 2008	
	Supplementary literature	Andrzej Buszko, Przedsiębiorstwo na rynku finansowym, Uwarunkowania analizy strategicznej w okresie globalizacji, Difin, Warszawa 2011 Magdalena Gostkowska-Drzewicka, Crowdfunding jako źródło finansowania inwestycji w nieruchomości, „Finanse, rynki finansowe, ubezpieczenia, nr 1/2016 (79), Szczecin	
	eResources addresses	Adresy na platformie eNauczanie:	
Example issues/ example questions/ tasks being completed	Characterize the pros and cons of the stock.Present the procedure for issuing bonds.		
Work placement	Not applicable		

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