

**Subject card**

<b>Subject name and code</b>	The activities of the company in contemporary environment, PG_00052749						
<b>Field of study</b>	Environmental Protection						
<b>Date of commencement of studies</b>	October 2024	<b>Academic year of realisation of subject</b>			2025/2026		
<b>Education level</b>	postgraduate studies	<b>Subject group</b>			Obligatory subject group in the field of study		
<b>Mode of study</b>	full-time studies	<b>Mode of delivery</b>			at the university		
<b>Year of study</b>	2	<b>Language of instruction</b>			Polish		
<b>Semester of study</b>	3	<b>ECTS credits</b>			2.0		
<b>Learning profile</b>	academic	<b>Assessment form</b>					
<b>Conducting unit</b>							
<b>Name and surname of lecturer (lecturers)</b>	<b>Subject supervisor</b>		dr Grzegorz Pawłowski				
	<b>Teachers</b>						
<b>Lesson types</b>	<b>Lesson type</b>	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	<b>Number of study hours</b>	30.0	0.0	0.0	0.0	0.0	30
	E-learning hours included: 0.0						
<b>Learning activity and number of study hours</b>	<b>Learning activity</b>	Participation in didactic classes included in study plan		Participation in consultation hours		Self-study	SUM
	<b>Number of study hours</b>	30		5.0		15.0	50
<b>Subject objectives</b>	Introduction to the issue of business strategy, with particular emphasis on SMEs and family businesses Familiarization with the main elements of the potential of the enterprise and its environment Indication of strategic sources of economic information about the enterprise and its environment Familiarization with the risks in the enterprise and its environment and with methods of managing these risks Presenting the principles of strategic analysis. Indicating the principles of analyzing the economic situation						
<b>Learning outcomes</b>	<b>Course outcome</b>		<b>Subject outcome</b>		<b>Method of verification</b>		
	[OŚMU2_W11] Enumerates the methods of financing scientific and application projects in the field of environmental protection, including commercialisation of research results.		Knows how to finance scientific and business projects		[SW4] test/exam - oral or written		
	[OŚMU2_K09] Thinks and acts in an entrepreneurial manner also in respect to the commercialization of research results.		Student thinks and acts in an entrepreneurial way		[SK4] test/exam - oral or written		
<b>Subject contents</b>	The essence of business management and the characteristics of the company's environment The process of planning and organizing in the company The specificity of a family enterprise Change management in the enterprise Analysis of the economic situation Sources of strategic information about the company's environment, economic information within the company Strategic management of the enterprise and its components The essence and basic concepts regarding the enterprise'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 enterprise's environment						
<b>Prerequisites and co-requisites</b>							
<b>Assessment methods and criteria</b>	<b>Subject passing criteria</b>		<b>Passing threshold</b>		<b>Percentage of the final grade</b>		
	test		51.0%		100.0%		

Recommended reading	Basic literature	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 Gierszewska G., Romanowska M., Analiza strategiczna przedsiębiorstwa PWE, Warszawa 2002
	Supplementary literature	"Ekonomika i Organizacja Przedsiębiorstwa", "Przegląd Organizacji", Pierscionek Z., Strategia rozwoju firmy Porter M.E.: Strategia konkurencji Romanowska M., Strategie rozwoju i konkurencji
	eResources addresses	Adresy na platformie eNauczanie:
Example issues/ example questions/ tasks being completed	Enterprise profitability indicators	
Work placement	Not applicable	

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