

**Subject card**

<b>Subject name and code</b>	The activities of the company in contemporary environment, PG_00051257						
<b>Field of study</b>	The activities of the company in contemporary environment (Wykład)						
<b>Date of commencement of studies</b>	October 2024	<b>Academic year of realisation of subject</b>			2025/2026		
<b>Education level</b>	Master's 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>			English English		
<b>Semester of study</b>	3	<b>ECTS credits</b>			2.0		
<b>Learning profile</b>	academic	<b>Assessment form</b>			credit		
<b>Conducting unit</b>							
<b>Name and surname of lecturer (lecturers)</b>	<b>Subject supervisor</b>		dr Grzegorz Pawłowski				
	<b>Teachers</b>		dr Grzegorz Pawłowski dr Jarosław Kempa				
<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						
	eNauczanie source addresses: Moodle ID: 13029 2025-26 The activities of the company in contemporary environment <a href="https://mdl.ug.edu.pl/course/view.php?id=13029">https://mdl.ug.edu.pl/course/view.php?id=13029</a>						
<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>	<p>Introduction to the issues of the company's business strategy, with particular emphasis on SMEs</p> <p>Teaching the basics of financial analysis of a company            Acquainting with the main elements of the company's potential and its environment            Indication of strategic sources of economic information about the enterprise and its environment            Identification of risks in enterprises and its environment as well as methods of managing these risks            Presentation of the principles of strategic analysis            Indication of the principles of the business cycle analysis</p>						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[CHEMMU2_K06] Undertakes research tasks consciously and responsibly, understanding the social aspects of the practical application of the acquired knowledge and skills and the responsibility related to it.	Student undertakes research tasks related to business in a conscious and responsible manner.	[SK2] prezentacja/projekt/referat/raport
	[CHEMMU2_W15] Formulates general principles for creating and developing selected forms of individual entrepreneurship enabling the use of knowledge coming from science.	Student formulates general principles for the creation and development of selected forms of individual entrepreneurship.	[SW2] prezentacja/projekt/referat/raport
	[CHEMMU2_U03] Finds necessary information in specialist literature, databases and other sources, lists basic scientific journals in chemistry.	Searches for necessary information in professional literature, databases and other sources.	[SU2] prezentacja/projekt/referat/raport
	[CHEMMU2_U07] Defines and implements the directions of own further education.	Defines and pursues directions for his education.	[SU2] prezentacja/projekt/referat/raport
[CHEMMU2_K07] Can think and act in an entrepreneurial manner.	Student thinks and acts in an entrepreneurial way.	[SK2] prezentacja/projekt/referat/raport	
Subject contents	<p>The essence of business management and the characteristics of the company's environment  Basic issues of financial analysis of a company  Planning and organizing process in the company  Change management in the enterprise  Analysis of the business cycles  Corporate strategic management and its components  Essence and basic conceptions related to the company'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 company's environment</p>		
Prerequisites and co-requisites			
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	presentations	51.0%	100.0%
Recommended reading	Basic literature	W. Gabrusewicz: Podstawy analizy finansowej. PWE, Warszawa 2007, Gierszewska G., Romanowska M., Analiza strategiczna przedsiębiorstwa PWE, Warszawa 2002, 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	
	Supplementary literature	Butra J. i inni: Przedsiębiorstwo i jego otoczenie w gospodarce rynkowej, PAN, Kraków 1999, Penc-Pietrzak I, Analiza strategiczna w zarządzaniu firmą, wyd., C.H. Beck, Warszawa, 2003 "Ekonomika i Organizacja Przedsiębiorstwa",	
	eResources addresses		
Example issues/ example questions/ tasks being completed	Matrix of strategic goals		
Work placement	Not applicable		

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