

Subject card

Subject name and code	The activities of the company in contemporary environment, PG_00049920						
Field of study	Działalność przedsiębiorstwa we współczesnym otoczeniu (Wykład)						
Date of commencement of studies	October 2024	Academic year of realisation of subject			2025/2026		
Education level	Master'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	2	Language of instruction			Polish		
Semester of study	3	ECTS credits			2.0		
Learning profile	academic	Assessment form			credit		
Conducting unit							
Name and surname of lecturer (lecturers)	Subject supervisor		dr Grzegorz Pawłowski				
	Teachers		dr Grzegorz Pawłowski				
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						
	eNauczanie source addresses: Moodle ID: 13027 2025-26-DZIAŁALNOŚĆ PRZEDSIĘBIORSTWA WE WSPÓŁCZESNYM OTOCZENIU-WYDZIAŁ CHEMII https://mdl.ug.edu.pl/course/view.php?id=13027						
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		5.0		15.0	50
Subject objectives	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						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[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	[SW4] test/egzamin - ustny lub pisemny
	[CHEMMU2_U07] Defines and implements the directions of own further education.	Educates itself according to its own development path	[SU4] test/egzamin - ustny lub pisemny
	[CHEMMU2_U02] Critically assesses the results of conducted, performed observations and theoretical calculations and discusses errors.	Critically evaluates the results of observations and calculations, and discusses errors.	[SU4] test/egzamin - ustny lub pisemny
	[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	[SU4] test/egzamin - ustny lub pisemny
	[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.	undertakes research tasks in a conscious and responsible manner,	[SK4] test/egzamin - ustny lub pisemny
[CHEMMU2_K07] Can think and act in an entrepreneurial manner.	can think and act in an enterprising and active way	[SK4] test/egzamin - ustny lub pisemny	
Subject contents	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		
Prerequisites and co-requisites			
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	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		
Example issues/ example questions/ tasks being completed	Enterprise profitability indicators		
Work placement	Not applicable		

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