University of Gdańsk

Subject card

Subject name and code	Economics for Business, PG_00155338					
Field of study	Management					
Date of commencement of studies	October 2024		Academic year of realisation of subject		2024/2025	
Education level	postgraduate 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	1		Language of instruction		English	
Semester of study	1		ECTS credits		4.0	
Learning profile	academic		Assessment form			
Conducting unit	Zakład Zarządzania Organizacjami Publicznymi -> Katedra Organizacji i Zarządzania -> Faculty of Management					
Name and surname of lecturer (lecturers)	Subject supervisor	prof. dr hab. Elżbieta Wojnicka-Sycz				
	Teachers	prof. dr hab. Elżbieta Wojnicka-Sycz				
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	15.0	15.0	0.0	0.0	0.0	30
	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	30	21.0	49.0	100	
Subject objectives	The aim of the course is to familiarize students with the principles of economic choice, the behavior of market participants: consumers and producers, and various types of market competition and the impact of macroeconomic circumstances and policy on the activity of an enterprise.					

Learning outcomes			
	Course outcome	Subject outcome	Method of verification
	[ZARZMU2_K03] The student is aware of the need to identify critical complex problems, including economic and social ones, and to plan ways to solve them under changing and unpredictable conditions.	The student understands how current economic situation may impact business decisions.	[SK5] implementation of a problem task
	[ZARZMU2_W02] The student has an expanded knowledge of the relationship between the disciplines of the social sciences crucial to understanding the essence of economic processes.	The student knows how economics and management interrelate, that is macro and micro issues and how they impact and organisation.	[SW1] oral statement/ conversation/discussion
	[ZARZMU2_W05] The student has a structured, expanded knowledge of the relationships taking place between organizations (including forms of interaction between business entities in the market) and between the organization and the individual, especially the employee and the customer.	The student understands how economic policy may influence a business organisation.	[SW4] test/exam - oral or written
	[ZARZMU2_U04] The student can creatively apply management and quality studies knowledge in professional practice.	The students are able to prepare a presentation on economic theory and practice as well as solve thematic exercises	[SU2] presentation/project/paper/ report [SU6] demonstration of practical skills
	[ZARZMU2_K02] The student is aware of the need to supplement and expand the acquired knowledge and skills and strives to combine knowledge from different fields and disciplines of science interdisciplinarily. The student can inspire others to learn.	The students know how to use different data sources of economic data.	[SK8] observation of student's independent or team work
	[ZARZMU2_U08] The student correctly uses complex terminology in the field of social sciences, especially in the discipline of management and quality studies, clearly and communicatively expresses his point of view.	The student can discuss economic and business topics.	[SU1] oral statement/conversation/ discussion

Subject contents	
	1. Economics as a science. Major schools of economic thought. 2. Market, demand and supply , elasticity of demand and supply. 3. Theory of consumer and producer. 4. Types of market structures (perfect competition, monopoly, monopolistic competition, oligopoly). 5. Economic performance, GDP, GNP, national income, economic cycles. 6. Aggregate demand and supply, consumption function, investment multiplier. 7. Fiscal and monetary policy.
Prerequisites and co-requisites	Very good/good knowledge of English. Knowledge of mathematics. Participation and activity during exercises. Passing classes and passing the exam for at least 51%.

Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	Thematic presentation	51.0%	30.0%
	Written examination at the end of the semester.	51.0%	70.0%

Recommended reading	Basic literature	1. N. Gregory Mankiw, Mark Taylor, Andrew Ashwin, Business Economics, any edition and year.

	Supplementary literature	1. Steven A. Greenlaw, David Shapiro, Principles of Macroeconomics 2e, 2018 Rice University 2. Gregory N. Mankiw, Principles of Microeconomics, 5thedition, Cengage Learning, Mason, USA, 2008, 3. Wojnicka-Sycz, Elżbieta. (2020). Theory-based evaluation criteria for regional smart specializations and their application in the Podkarpackie voivodeship in Poland. Regional Studies. 54. 1-14. 10.1080/00343404.2020.1802419. 4. Wojnicka-Sycz, Elżbieta & Piróg, Krzysztof & Tutaj, Jerzy & Walentynowicz, Piotr & Sycz, Piotr & Tenbrink, Candace. (2022). From Adjustment to Structural Changes -Innovation Activity of Enterprises in the Time of COVID-19 Pandemic; Innovation: The European Journal of Social Science Research. Innovation The European Journal of Social Science Research. online first. 10.1080/13511610.2022.2036951. 5. Wojnicka-Sycz, Elżbieta. (2024). Model of a Regional Value-Creation System under the Impact of Structural Funds for Evaluation Purposes. Barometr Regionalny Analizy i Prognozy. 20. 37-51. 10.56583/br.2313.
	eResources addresses	Uzupełniające Adresy na platformie eNauczanie:
Example issues/ example questions/ tasks being completed	Tools of monetary policy. Social costs of a monopoly. Behavioural aspects of customers' decisions. Price elactisity of demand.	
Work placement	Not applicable	

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