

Subject card

Subject name and code	Activity of enterprise in modern enclosing, PG_00154672						
Field of study	Działalność przedsiębiorstwa we współczesnym otoczeniu (Wykład)						
Date of commencement of studies	October 2025		Academic year of realisation of subject		2025/2026		
Education level	Master's studies		Subject group		Obligatory subject group in the field of study Humanistic-social subject group		
Mode of study	full-time studies		Mode of delivery		at the university		
Year of study	1		Language of instruction		Polish		
Semester of study	1		ECTS credits		2.0		
Learning profile	academic		Assessment form		credit		
Conducting unit							
Name and surname of lecturer (lecturers)	Subject supervisor		dr Grzegorz Pawłowski				
	Teachers						
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: 13028 2025-26-DZIAŁALNOŚĆ PRZEDSIĘBIORSTWA WE WSPÓŁCZESNYM OTOCZENIU-BIOLOGIA MEDYCZNA https://mdl.ug.edu.pl/course/view.php?id=13028						
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		4.0		16.0	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 Presentation of the principles of strategic analysis Indication of the principles of analyzing the economic situation						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[BIOLMEDMU2_K02] is ready to recognize the importance of knowledge in solving cognitive and practical problems and to seek expert advice when having difficulty solving a problem on his own	ready to recognize the importance of knowledge in solving cognitive and practical problems and to seek the opinion of experts in case of difficulties in solving the problem on their own	[SK2] prezentacja/projekt/referat/ raport
	[BIOLMEDMU2_K05] is ready to think and act in an intreprenurial manner	is ready to think and act in an entrepreneurial way	[SK2] prezentacja/projekt/referat/ raport
	[BIOLMEDMU2_U07] is able to show initiative and lead teamwork and cooperate in the planning and implementation of research tasks	is able to show initiative and manage team work as well as cooperate in planning and implementing research tasks	[SU2] prezentacja/projekt/referat/ raport
	[BIOLMEDMU2_U05] has the ability to give oral speeches in Polish or foreign language and to discuss issues concerning the chosen specialization	has the ability to give oral presentations in Polish	[SU2] prezentacja/projekt/referat/ raport
	[BIOLMEDMU2_U01] can proficiently, but critically, use the scientific literature and databases necessary in the activities of medical biology and related disciplines	can use scientific literature and databases necessary in business activity fluently, but in a critical way	[SU2] prezentacja/projekt/referat/ raport
	[BIOLMEDMU2_W07] knows the economic feasibility of meeting the needs of individuals and social groups in the field of neurobiology or molecular, biochemical and parasitological diagnostics	knows the economic possibilities of meeting the needs of individuals and social groups in the field of business	[SW2] prezentacja/projekt/referat/ raport
	[BIOLMEDMU2_W08] knows the basic principles of creation and development of various forms of entrepreneurship	knows the basic principles of creating and developing various forms of entrepreneurship	[SW2] prezentacja/projekt/referat/ raport
	[BIOLMEDMU2_K08] is ready to lead the group and take responsibility for it	is ready to lead the group and take responsibility for it	[SK2] prezentacja/projekt/referat/ raport
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
	presentation	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	
	Supplementary literature	Ekonomika i Organizacja Przedsiębiorstwa",	
	eResources addresses		
Example issues/ example questions/ tasks being completed	Enterprise profitability indicators		
Work placement	Not applicable		

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