University of Gdańsk

Subject card

Subject name and code	The activities of the company in contemporary environment, PG_00051257		
Field of study	Chemistry		
Date of commencement of studies	October 2025	Academic year of realisation of subject	2026/2027
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	2	Language of instruction	English
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 dr Jarosław Kempa	

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: 13908 2026-2027 The activities of the company in contemporary environment
https://mdl.ug.edu.pl/course/view.php?id=13908

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 issues of the company's business strategy, with particular emphasis on SMEs

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

Learning outcomes

Course outcome	Subject outcome	Method of verification
[CHEMMU2_K07] Can think and act in an entrepreneurial manner.	Student thinks and acts in an entrepreneurial way.	[SK2] presentation/project/paper/ report
[CHEMMU2_U07] Defines and implements the directions of own further education.	Defines and pursues directions for his education.	[SU2] presentation/project/paper/ report
[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] presentation/project/paper/ report
[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] presentation/project/paper/ report
[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] presentation/project/paper/ report

Subject contents

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

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 startegic goals

Work placement

Not applicable

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