

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						
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						
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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