

Subject card

Subject name and code	The activities of the company in contemporary environment, PG_00052749						
Field of study	Environmental Protection						
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		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						
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 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		
	[OŚMU2_K09] Thinks and acts in an entrepreneurial manner also in respect to the commercialization of research results.		Student thinks and acts in an entrepreneurial way		[SK4] test/exam - oral or written		
	[OŚMU2_W11] Enumerates the methods of financing scientific and application projects in the field of environmental protection, including commercialisation of research results.		Knows how to finance scientific and business projects		[SW4] test/exam - oral or written		
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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