University of Gdańsk

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	dr Grzegorz Pawłowski	

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: 13907 2026-27-DZIAŁALNOŚĆ PRZEDSIĘBIORSTWA WE WSPÓŁCZESNYM OTOCZENIU-WYDZIAŁ CHEMII
https://mdl.ug.edu.pl/course/view.php?id=13907

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

<table>
<tr><td>Assessment methods and criteria</td><td colspan="2"><table><tr><th>Subject passing criteria</th><th>Passing threshold</th><th>Percentage of the final grade</th></tr><tr><td>test</td><td>51.0%</td><td>100.0%</td></tr></table></td></tr>
<tr><td rowspan="3">Recommended reading</td><td>Basic literature</td><td>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</td></tr>
<tr><td>Supplementary literature</td><td>"Ekonomika i Organizacja Przedsiębiorstwa",
"Przeglad Organizacji",
Pierscionek Z., Strategia rozwoju firmy
Porter M.E.,: Strategia konkurencji
Romanowska M., Strategie rozwoju i konkurencji</td></tr>
<tr><td>eResources addresses</td><td></td></tr>
<tr><td>Example issues/ example questions/ tasks being completed</td><td colspan="2">Enterprise profitability indicators</td></tr>
<tr><td>Work placement</td><td colspan="2">Not applicable</td></tr>
</table>

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