

Subject card

Subject name and code	Company's activity in contemporary environment, PG_00056788						
Field of study	Chemical Business						
Date of commencement of studies	February 2026		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 Subject group related to scientific research in the field of study		
Mode of study	full-time studies		Mode of delivery		at the university		
Year of study	1		Language of instruction		Polish		
Semester of study	2		ECTS credits		2.0		
Learning profile	academic		Assessment form		credit		
Conducting unit	Faculty of Economics -> Rector						
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
	[BCHMU2_W03] Knows and understands the legal and administrative procedures in chemistry and correctly interprets their international dimension.	Knows and understands in-depth legal and administrative procedures in business.	[SW4] test/exam - oral or written
	[BCHMU2_K07] Is willing to conduct business and develop the enterprise, taking into account the principles of its establishment and functioning.	Student is prepared to run a business and develop the enterprise.	[SK4] test/exam - oral or written
	[BCHMU2_W05] Knows and understands the main trends in the development of chemistry combined with economics as two interpenetrating scientific disciplines.	Knows and understands the main directions of development of chemistry in connection with economics.	[SW4] test/exam - oral or written
	[BCHMU2_K05] Is willing to act independently for the environment in order to fulfil certain social obligations.	The student is prepared to act independently for the environment.	[SK4] test/exam - oral or written
	[BCHMU2_W08] Knows and understands the basic principles of creating, functioning and developing various forms of entrepreneurship, with particular emphasis on the chemical industry.	The student knows and understands the basic principles of creating, operating and developing various forms of entrepreneurship	[SW4] test/exam - oral or written
	[BCHMU2_U04] Is able to independently plan and perform specific research tasks in the field or in the laboratory, interpret their results working individually or in a team, assuming various roles and functions including managerial.	The student is able to independently plan and perform specific research tasks regarding the market and the company.	[SU4] 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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