University of Gdańsk

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	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
[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", "Przeglad 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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