

Subject card

Subject name and code	Enterprise Studies, PG_00169908						
Field of study	Economics						
Date of commencement of studies	October 2025		Academic year of realisation of subject		2026/2027		
Education level	Bachelor's studies		Subject group		Obligatory subject group in the field of study		
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		3.0		
Learning profile	academic		Assessment form		credit		
Conducting unit	Department of Economics and Management of Transportation Companies -> Faculty of Economics -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		mgr Agnieszka Wentk				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	0.0	30.0	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		10.0		35.0	75
Subject objectives	To accumulate knowledge of business activities - performance and conditions. To develop the ability to observe economic life, with particular emphasis on the activities of enterprises. To acquire the competence to critically analyse and evaluate economic phenomena, and to develop the competence for continuous improvement in this respect.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[EKONL3_U08] has the ability to observe, understand and analyse economic and social phenomena and processes using appropriate scientific methods	The student has the ability to observe, understand and analyze phenomena and processes economic and social issues related to enterprises and their environment	[SU1] oral statement/conversation/discussion [SU3] text preparation/written work [SU8] observation of student's independent or team work
	[EKONL3_U01] can correctly interpret economic and social phenomena and apply knowledge of economics, finance and management sciences to explain economic phenomena	The student has skills in the interpretation of economic phenomena and social and application of knowledge in the field of economics, finance and management sciences to explain economic phenomena related to enterprises	[SU3] text preparation/written work [SU5] implementation of a problem task [SU8] observation of student's independent or team work
	[EKONL3_K06] is willing to be guided in his professional life by business ethics and corporate social responsibility, to respect others and to be loyal to his employer	The student is ready to solve problems taking into account ethics and corporate social responsibility Verification of learning outcomes - Competencies	[SK5] implementation of a problem task
	[EKONL3_W01] has advanced knowledge of the nature of social sciences, their place in the system of sciences, knows the role of economic sciences in this system and uses universal economic terminology	The student has advanced knowledge of the nature of social sciences analysis of enterprises and uses economic terminology related to activities of enterprises	[SW1] oral statement/conversation/discussion [SW3] text preparation/written work
	[EKONL3_K01] recognises the importance of economic knowledge in identifying and solving economic problems and of consulting experts when difficulties in solving them independently	Students learning about the issues of business science are in a critical state analyze the content learned and recognizes the importance of this knowledge	[SK1] oral statement/conversation/discussion [SK3] text preparation/written work [SK5] implementation of a problem task
	[EKONL3_U14] is able to set priorities and plan and organise the tasks involved in their implementation as well as monitor and evaluate progress accordingly	The student is able to skillfully define priorities, plan and organize activities serving the development of knowledge about the enterprise	[SU1] oral statement/conversation/discussion [SU5] implementation of a problem task
	[EKONL3_W09] has advanced knowledge of the evolution of theories describing economic entities and organisations as well as public institutions, and is familiar with the functional links within them	The student has knowledge about the nature of functional relationships in an enterprise and connections with environmental entities	[SW1] oral statement/conversation/discussion [SW3] text preparation/written work [SW5] implementation of a problem task
	[EKONL3_U15] is able to independently complement and improve the acquired knowledge and economic skills, is open to new ideas and techniques, tends to learn by any method and is willing to interact with other participants in the learning process	The student is able to independently supplement and improve the acquired knowledge about the company and engage in discussions with other participants in the learning process	[SU6] demonstration of practical skills [SU8] observation of student's independent or team work
	[EKONL3_W05] has advanced knowledge of man as a subject who creates social structures and the principles of their functioning and of his action in these structures, knows well the motives of human economic decision-making	The student has knowledge of the role of humans in decision-making processes running a business in the form of an enterprise and the role of people in decision-making processes in the enterprise	[SW1] oral statement/conversation/discussion [SW3] text preparation/written work
	[EKONL3_K05] correctly identifies, diagnoses and resolves professional dilemmas and different options for solutions	The student identifies, diagnoses and resolves dilemmas and various variants of solutions related to potential work in business entities	[SK1] oral statement/conversation/discussion [SK8] observation of student's independent or team work
	[EKONL3_W06] have an advanced knowledge of selected methods and tools, including statistical and econometric techniques, for describing economic agents and structures as well as social institutions and the processes taking place in them	The student has knowledge of methods of describing an enterprise as an entity economy and the processes taking place therein	[SW1] oral statement/conversation/discussion [SW3] text preparation/written work [SW5] implementation of a problem task

Subject contents	1. Business start-up - Familiarize the student with the principles of starting a business, the concept of enterprise and entrepreneur, discuss the basic objectives of doing business 2. The business system of the enterprise - Discuss the resources needed for business and the principles of management. 3. The market order in the activities of enterprises and the formation of their position on the market - Competitiveness of the enterprise, principles and possibilities of competition, competitive strategies 4. The enterprise in its environment - forms of cooperation between enterprises - Discuss opportunities for cooperation with other entities, cooperative forms of business entities 5. Transformation of enterprises - Principles and forms of enterprise transformation and restructuring projects 6. Principles of business evaluation - Discuss the principles and methods of enterprise evaluation, the subject and object of evaluation, and the tools and metrics used in evaluation 7. Investing in the enterprise - The importance and types of investments in enterprises 8. Functional order in industrial enterprise operations - Omówienie specyfiki funkcjonowania przedsiębiorstw produkcyjnych, system produkcyjny, procesy wytwórcze 9. Methods of enterprise valuation and value formation - Discuss methods of valuation and types and ways of shaping the value of enterprises The student discusses these issues during consultations with the course instructor		
Prerequisites and co-requisites	Entrance requirements: Basic knowledge of microeconomics, economic policy, management and law. Additionally, the student should be interested in issues related to the activities of enterprises and others organizations conducting business activities. He should also be characterized by a tendency to an analytical look at the socio-economic system and the entities that exist and act in its activity in the field of resource processing and implementation of subjective and general goals socio-economic.		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	written colloquium	51.0%	60.0%
	activity in class - participation in discussions	51.0%	40.0%
Recommended reading	Basic literature		
	<i>Przedsiębiorstwo. Zasady działania, funkcjonowanie rozwój</i>, pod red. J. Żurka, Fundacja Rozwoju Uniwersytetu Gdańskiego, Gdańsk 2007		
	<i>Przedsiębiorstwo. Drogi sukcesu rynkowego</i>, pod red. J. Żurka, PWE, Warszawa 2016 Gospodarka a megatrendy rozwoju współczesnego świata, pod red.: E.Kwiatkowski, B.Majecka, E.Mińska-Struzik,; Polskie Towarzystwo Ekonomiczne, Rok wydania: 2022		

	Supplementary literature	<i>Ekonomika przedsiębiorstwa handlowego. Zarządzanie, finanse, efektywność, rozwój</i>, pod red. B. Filipiak, CeDeWu, Warszawa 2009. <i>Nauka o przedsiębiorstwie. Wybrane zagadnienia</i>, pod red. I. Lichniak, Wydawnictwo Szkoły Głównej Handlowej w Warszawie, Warszawa 2009. <i>Nowe trendy społeczno-ekonomiczne a rozwój przedsiębiorstwa</i>, pod red. P. Antonowicza, E. Malinowskiej, J. Sicińskiego i U. Zaremby, Wyższa Szkoła Informatyki i Zarządzania z siedzibą w Rzeszowie, Warszawa Rzeszów 2021. <i>Podstawy nauki o przedsiębiorstwie</i>, pod red. J. Lichtarskiego, Wydanie VII, Wydawnictwo Akademii Ekonomicznej im. O. Langego we Wrocławiu, Wrocław 2007. Urbanowska-Sojkin E., <i>Sprawność przedsiębiorstw w warunkach niepewności. Teoria i praktyka</i>, PWE, Warszawa 2021. <i>Wprowadzenie do nauki o przedsiębiorstwie</i>, pod red. M. Brzezińskiego, Wydawnictwo Difin, Warszawa 2007. Gospodarka a megatrendy rozwoju współczesnego świata, pod red.: E.Kwiatkowski, B.Majecka, E.Mińska-Struzik,; Polskie Towarzystwo Ekonomiczne, Rok wydania: 2022
	eResources addresses	
Example issues/ example questions/ tasks being completed		
Work placement	Not applicable	

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