University of Gdańsk

Subject card

Subject name and code	Enterprise Studies, PG_00198960						
Field of study	Economics						
Date of commencement of studies	October 2026		Academic year of realisation of subject	2027/2028			
Education level	Bachelor's studies		Subject group	Obligatory subject group in the field of study 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	2		Language of instruction	Polish			
Semester of study	3		ECTS credits	6.0			
Learning profile	academic		Assessment form	exam			
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	15.0	30.0	0.0	30.0	0.0	75
	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	75		0.0	75.0	150	
Subject objectives	Gathering knowledge about business operations results and conditions. Developing the ability to observe economic life, with particular emphasis on business operations. Acquiring competence in critical analysis and evaluation of economic phenomena, including the ability to work in a team to discuss relevant issues and prepare a project, as well as developing competences for continuous improvement in this area.						

Learning outcomes

Course outcome	Subject outcome	Method of verification
[EKONL3_U15] is able to independently supplement and improve his acquired knowledge and skills in the field of economics, is open to new concepts and solutions, and demonstrates a willingness to engage in lifelong learning and to cooperate and exchange knowledge with other participants in the learning process.	The student is able to independently supplement and improve the acquired knowledge about the enterprise by preparing and presenting a group project on selected issues in the field of knowledge about the enterprise.	[SU1] oral statement/conversation/ discussion [SU2] presentation/project/paper/ report
[EKONL3_U14] is ble to set priorities, plan and organize the implementation of individual and team tasks, as well as monitor and evaluate progress in achieving set goals.	The student is able to skillfully set priorities, plan, and organize activities aimed at developing enterprise knowledge, including organizing individual and group work on a project related to selected issues related to enterprise knowledge.	[SU1] oral statement/conversation/ discussion [SU2] presentation/project/paper/ report
[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	[SU1] oral statement/conversation/ discussion [SU4] test/exam - oral or written
[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 [SU4] test/exam - oral or written
[EKONL3_W09] has an advanced knowledge of the evolution of theories describing economic entities and organisations as well as public institutions, and has an advanced knowledge of functional links within them	The student has knowledge about the nature of functional relationships in an enterprise and connections with environmental entities	[SW4] test/exam - oral or written [SW1] oral statement/ conversation/discussion
[EKONL3_W06] has 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	[SW4] test/exam - oral or written [SW1] oral statement/ conversation/discussion
[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	[SK1] oral statement/conversation/ discussion
[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	[SW4] test/exam - oral or written [SW1] oral statement/ conversation/discussion
[EKONL3_W05] has a 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	[SW4] test/exam - oral or written [SW1] oral statement/ conversation/discussion
[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

Subject contents	1. Enterprise Studies in the System of Economic Sciences * Enterprise as a System * Enterprise as an Element of Systems * Essence and Evolution of Enterprise Theory * Usefulness of Enterprise Studies for Entrepreneurs and Managers * Defining the Enterprise as an Economic Entity * Analysis of Enterprise Characteristics 2. Enterprises in the Socio-Economic System and Enterprise Typology * The Socio-Economic System as the Enterprise's Environment * Changing Paradigms Regarding the Enterprise's Connections with Its Environment * Principles of Enterprise Operation in the Environment * Shaping Enterprise Attributes in Response to Environmental Requirements * Diversification of Enterprises in the Economy 3. Enterprises as a Subject of Economic Research * Enterprises in Poland: Statistical Approach * Legal and Economic Approaches to Enterprises * Subjective, Objective, and Functional Approaches to Enterprises * Interdisciplinary Economic Research on Enterprises 4. Enterprise Restructuring Processes in Their Life Cycles * Essence of Enterprise Evolution * Life Cycle as a Concept of Enterprise Evolution * Analysis of Enterprise Life Cycle Phases * Characterization of Variability Factors in Enterprise Life Cycle Phases * Factors of Enterprise Longevity * Defining Enterprise Restructuring * Types of Restructuring 5. Economic Characteristics of Enterprises * The Essence of Enterprise Economics * The Economic Basis of Enterprise Decisions * Inflows, Expenditures, Revenues, Costs, Expenditures * Enterprise Performance and Performance Levels 6. Enterprise Stakeholders * Defining the Concept of Stakeholders * Types of Stakeholders * Key Stakeholders in the Operations of Modern Enterprises * Areas of Stakeholder Influence on Enterprise Operations 7. Business Goals * Mission and Enterprise Goals * Differentiation of Purpose Categories * Defining the Concept of Enterprise Goal * Analysis of Goal Characteristics * Goal Functions * Differentiation of Goals in Business 8. Starting a Business * Familiarizing the Student with the Principles of Starting a Business * The Concept of an Enterprise and an Entrepreneur * Discussing the Basic Goals of Running a Business 9. Enterprise Management System * Discussing the Resources Required for Running a Business * Discussing the Principles of Management 10. Market Order in Enterprise Operations and Shaping Their Market Position * Enterprise Competitiveness * Principles and Opportunities for Competition * Competitive Strategies 11. Enterprises in the Environment - Forms of Enterprise Collaboration * Discussion of Opportunities for Collaboration with Other Business Entities * Forms of Cooperation among Business Entities 12. Enterprise Transformations * Principles and Forms of Enterprise Transformations * Principles for Restructuring Projects 13. Principles of Enterprise Performance Assessment * Discussion of Principles and Methods for Enterprise Assessment * Subject and Subject of Assessment * Tools and Measures Used in Enterprise Assessment 14. Enterprise Investments * Importance and Types of Investments in Enterprises 15. Functional Order in Industrial Enterprise Operations * Discussion of the Specific Operations of Manufacturing Enterprises * Production System * Manufacturing Processes 16. Valuation Methods and Enterprise Value Development * Discussion of Valuation Methods * Discussion of Types and Methods for Enterprise Value Development Students discuss any questions raised during the course and during the project preparation process during consultations.
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 toan analytical look at the socio-economic system and the entities that exist and act in itactivity 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
project	51.0%	20.0%
attendance and activity during classes	51.0%	20.0%
colloquium to pass the exercises	51.0%	30.0%
examination	51.0%	30.0%

<table>
<tr><td rowspan="3">Recommended reading</td><td>Basic literature</td><td>Przedsiębiorstwo. Zasady działania, funkcjonowanie rozwój, pod red. J. Żurka, Fundacja Rozwoju Uniwersytetu Gdańskiego, Gdańsk 2007.

Przedsiębiorstwo. Drogi sukcesu rynkowego, pod red. J. Żurka, PWE, Warszawa 2016.

Polskie przedsiębiorstwo na jednolitym rynku europejskim. Wyzwania współczesności, red. M. Gorynia, J. Kuczewska, A.Z. Nowak, PWE, Warszawa 2022.

Misiński W., Instytucjonalna teoria przedsiębiorstw(a), Wydawnictwo Uniwersytetu Ekonomicznego we Wrocławiu, Wrocław 2021.</td></tr>
<tr><td>Supplementary literature</td><td>Ekonomika przedsiębiorstwa handlowego. Zarządzanie, finanse, efektywność, rozwój, pod red. B. Filipiak, CeDeWu, Warszawa 2009.

Nauka o przedsiębiorstwie. Wybrane zagadnienia, pod red. I. Lichniak, Wydawnictwo Szkoły Głównej Handlowej w Warszawie, Warszawa 2009.

Nowe trendy społeczno-ekonomiczne a rozwój przedsiębiorstwa, pod red. P. Antonowicza, E. Malinowskiej, J. Sicińskiego i U. Zaremby, Wyższa Szkoła Informatyki i Zarządzania z siedzibą w Rzeszowie, Warszawa Rzeszów 2021.

Podstawy nauki o przedsiębiorstwie, pod red. J. Lichtarskiego, Wydanie VII, Wydawnictwo Akademii Ekonomicznej im. O. Langego we Wrocławiu, Wrocław 2007.

Urbanowska-Sojkin E., Sprawność przedsiębiorstw w warunkach niepewności. Teoria i praktyka, PWE, Warszawa 2021.

Wprowadzenie do nauki o przedsiębiorstwie, 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</td></tr>
<tr><td>eResources addresses</td><td></td></tr>
<tr><td>Example issues/ example questions/ tasks being completed</td><td colspan="2">Discuss legal and economic separation as a feature of the enterprise
Identify the factors influencing the operations of modern businesses
Please discuss the relationship between the company's financial and revenue inflows.
State the arguments in favour of defining the subject-matter and temporal scope of the enterprise's purpose
Please discuss the relationship between stakeholders and the setting of enterprise objectives</td></tr>
<tr><td>Work placement</td><td colspan="2">Not applicable</td></tr>
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