University of Gdańsk

Subject card

Subject name and code	Market Behaviour of Enterprises, PG_00199054						
Field of study	Economics						
Date of commencement of studies	October 2026		Academic year of realisation of subject		2028/2029		
Education level	Bachelor's studies		Subject group		Obligatory subject group in the field of study Optional 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	3		Language of instruction		Polish		
Semester of study	5		ECTS credits		4.0		
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		dr hab. Beata Majecka, prof. UG				
	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		4.0		66.0	100
Subject objectives	To familiarize students with the knowledge of market behavior of enterprises, the desirability of learning about this phenomenon in the socio-economic space and research methods (including one of the basic methods in economic sciences - case study and observation of market phenomena), basic classifications and factors affecting market behavior generated by economic entities.						

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 the phenomenon of market behavior of enterprises and other economic and social processes by means of adequate scientific methods.	[SU1] oral statement/conversation/ discussion [SU4] test/exam - oral or written
[EKONL3_U01] can correctly interpret economic and social phenomena and apply knowledge of economics, finance and management sciences to explain economic phenomena	Students are able to correctly interpret economic and social phenomena and apply knowledge of economics, finance and management sciences to explain economic phenomena, including market behavior.	[SU1] oral statement/conversation/ discussion [SU4] test/exam - oral or written
[EKONL3_W02] has an advanced knowledge of the different types of existing business entities and organisations and public institutions	The student has advanced knowledge of various types of economic entities and organizations economic entities and organizations whose behavior in the environment is important in shaping the socio-economic system.	[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 correctly identifies, diagnoses, and resolves dilemmas and various options. Information regarding regulatory actions that may be helpful in performing legal actions is provided. Any doubts regarding related issues and questions regarding the material covered are addressed within the topics. Participation in consultations allows for clarification of substantive issuess.	[SK4] test/exam - oral or written [SK5] implementation of a problem task
[EKONL3_U03] is able to analyse the causes and course of specific economic and social processes and phenomena, and accurately analyse these phenomena using adequate methods and tools economic and social	Students are able to analyze the causes and course of specific processes and phenomena economic and social, with particular emphasis on the market behavior of enterprises, and accurately analyze these phenomena with the help of adequate economic and social methods and tools.	[SU1] oral statement/conversation/ discussion [SU4] test/exam - oral or written
[EKONL3_W03] knows the relations between economic agents and social organisations operating in the national, international and intercultural arenas	The student has advanced knowledge of the relationship between economic agents, which is based on mutual observation of their market behavior.	[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 advanced knowledge of man as an entity creating social structures, including enterprises and the principles of their functioning, and of his actions in these structures, he knows well the motives of man making economic decisions leading to the generation of expected market behavior.	[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 be guided in his professional life by business ethics and corporate social responsibility, to respect others and to be loyal to his employer - as evidenced by observations of ethical and unethical market behavior of enterprises.	[SK1] oral statement/conversation/ discussion [SK4] test/exam - oral or written

Subject contents	1. The essence of organizational behavior as a subject of economic research organizational behavior - types, intra-organizational and market behavior, preliminary information on the importance of knowledge in the field of organizational behavior for the efficiency of enterprise functioning 2. Enterprise behavior in a stratified market system theory of economic stratification, stratified market system - characteristics, purposefulness of studying market behavior as factors influencing the stratified market system 3. General conditions of enterprise market behavior basic factors shaping the market behavior of enterprises - division into external and internal factors, man as a subject shaping behavior 4. Basics of classifying enterprise behavior conditions for classifying enterprise behavior, factor analysis, classification criteria, essence of bipolarity of behavior 5. Systematization of enterprise market behavior discussion of the author's concept of classifying enterprise market behavior - assumptions, elements, limitations 6. Systematization of enterprise market behavior - case studies discussion of examples of enterprises that generate specific types of behavior, determination of the conditions of these behaviors and consequences 7. Theory of behavior and methodology of research on the behavior of enterprises assumptions of the theory of behavior, development of the theory of behavior, basic research methods of the market behavior of enterprises, discussion of the usefulness of individual sciences, disciplines and research approaches for understanding the market behavior of enterprises 8. Stimulus conditions - determinant of the market behavior of enterprises the essence of stimuli, external and internal sources of stimuli, the process of modifying behavior under the influence of stimuli 9. Environment - determinant of the market behavior of enterprises characterization of types of environment with the definition of their influence on the shaping of the market behavior of enterprises, environment and environment, environment as a verifier of behavior 10. Character of enterprises - determinant of their market behavior defining the phenomenon of the nature of the organization, character traits - discussion of their influence on the process of shaping the market behavior of enterprises 11. Decision-making conditions of the market behavior of enterprises analysis of decisions as a direct factor of the market behavior of enterprises, conditioned by stimuli and the nature of the environment and the nature of the organization 12. Behavior of enterprises as organizations objectives and enterprise mission, structure and strategy as universal factors of organizational behavior, analysis of organizational learning processes as a basic factor of variability of market behavior 13. Enterprise behavior against the background of the organization's life cycle recall of the general theory of the organization's life cycle, discussion of individual life cycle phases in the 5-element concept, taking into account expected and desired behaviors, mutual dependence of transition to subsequent life cycle phases and variability of behaviors, market behaviors as factors of variability of life cycle phases 14. Intraorganizational behavior and market behavior behavior of individuals and groups in the enterprise as subjects of behavior research, methods of shaping intraorganizational behaviors, intraorganizational behaviors as a factor of market behaviors of enterprises 15. Cognitive values of market behaviors of enterprises analysis of basic measures of assessment of market behaviors of enterprises - enterprise efficiency as a measure of the favorability of behaviors (pro-efficiency behaviors), success as a universal criterion for assessing market behaviors of enterprises
Prerequisites and co-requisites	Basic knowledge of economics and knowledge of enterprise science, as well as an interest in the problems of market responses of enterprises and the basic factors of their creation.

Assessment methods and criteria

Subject passing criteria	Passing threshold	Percentage of the final grade
written work in the nature of an essay	51.0%	80.0%
active participation in discussions	51.0%	20.0%

Recommended reading

Basic literature	Majecka B., Zachowania organizacyjne przedsiębiorstw, Wydawnictwo Uniwersytetu Gdańskiego, Gdańsk 2002. Majecka B., Perspektywy zachowań przedsiębiorstw. Celowość, funkcjonalność, witalność, Wydawnictwo UG, Gdańsk 2013. Zachowania rynkowe przedsiębiorstw w teorii i praktyce gospodarczej, red. B. Majecka i M. Jarocka, PTE, Gdańsk 2015.

	Supplementary literature	Komorowski J., Cele przedsiębiorstwa a rozwój gospodarczy. Ujęcie behawioralne, Oficyna Wydawnicza SGH, Warszawa 2012. Plawgo S.B., Zachowania małych i średnich przedsiębiorstw w procesie internacjonalizacji, Instytut Organizacji i Zarządzania w Przemyśle ORGMASZ, Warszawa 2004. Zachowania organizacyjne. Wybrane zagadnienia, red. A. Potocki, Difin, Warszawa 2005. Zachowania podmiotów w warunkach globalizacji, red. W. Patrzałek, Wydawnictwo Naukowe SCHOLAR, Warszawa 2010. Rua T., The role of market orientation on company performance through the development of sustainable competitiveadvantage: the Inditex-Zara case, https://www.academia.edu/29778171/The_role_of_market_orientation_on_company_performance_through_th Zara case/. Umar F., Organisational Behaviour: A case study of Coca-Cola Company, https://www.academia.edu/8516165/Organisational_Behaviour_A_case_study_of_Coca-Cola_Company/. Gautam S., Case Study - Entry of Starbucks in Indian Market,https://www.researchgate.net/publication/316600552_Case_Study-_Entry_of_Starbucks_in_Indian_Market/
	eResources addresses	
Example issues/ example questions/ tasks being completed	Example issues for discussion: 1. What cognitive and practical values does the observation of market behavior of enterprises have?2. Market behavior of enterprises as a source of knowledge of important characteristics of enterprises3. How can knowledge of market behavior of enterprises be practically used?4. What factors affect the formation of market behavior of enterprises?	
Work placement	Not applicable	

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