University of Gdańsk

Subject card

Subject name and code	Company and Market, PG_00199070						
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	6		ECTS credits		3.0		
Learning profile	academic		Assessment form		credit		
Conducting unit							
Name and surname of lecturer (lecturers)	Subject supervisor		dr Aleksandra Gus-Puszczewicz				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	15.0	15.0	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		41.0	75
Subject objectives	The subject allows students to learn about the relationships between enterprises and their business environment: competitors, suppliers, customers. During the semester, the most important tools used by companies to assess the attractiveness of the sector in which they operate and the competition are presented. As a result, students will gain knowledge combining academic considerations enriched with the most interesting cases of global business.						

Learning outcomes

Course outcome	Subject outcome	Method of verification
[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	can analyze the causes and course of specific economic and social processes and phenomena and accurately analyze these phenomena using appropriate economic and social methods and tools	[SU4] test/exam - oral or written
[EKONL3_K02] is aware of the level of knowledge in the field of economics and understands the need to deepen and update this knowledge throughout life	is aware of the level of his/her knowledge in the area of entrepreneurship, understands the need to deepen and update this knowledge throughout life	[SK1] oral statement/conversation/ discussion
[EKONL3_K01] recognises the importance of economic knowledge in identifying and solving economic problems and of consulting experts when difficulties in solving them independently	recognizes the importance of knowledge in the field of economics in the process of identifying and solving economic problems related to the functioning of enterprises and seeking the opinion of experts in the event of difficulties in solving them independently	[SK1] oral statement/conversation/ discussion
[EKONL3_W07] has an advanced knowledge of the economic and financial principles of the functioning and management of economic entities and organisations as well as the legal, organisational, moral and ethical norms and rules governing the functioning of public institutions	has knowledge of the basic economic and financial principles of operation and management of enterprises, as well as the legal, organizational, moral and ethical norms and rules of the functioning of public institutions	[SW4] test/exam - oral or written
[EKONL3_U06] uses the knowledge acquired in economics, finance and management to solve economic and social dilemmas arising in the professional context	uses the knowledge in the field of economics, finance and management to solve dilemmas in enterprise management	[SU4] test/exam - oral or written [SU5] implementation of a problem task
[EKONL3_W03] knows the relations between economic agents and social organisations operating in the national, international and intercultural arenas	has advanced knowledge of internal relationships between business entities sectors and markets and the public institutions influencing them	[SW4] test/exam - oral or written
[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.	is able to independently supplement and improve the acquired knowledge and economic skills in the field of entrepreneurship, is open to new ideas and techniques	[SU4] test/exam - oral or written [SU5] implementation of a problem task
[EKONL3_W04] knows the types of economic and social ties and the regularities governing them	knows the types of economic and social ties and the regularities that govern them within sectors and markets	[SW4] test/exam - oral or written
[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	has knowledge of the nature of social sciences, knows the role of economic sciences in this system and uses universal economic terminology	[SW4] 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	has knowledge about the evolution of the theory of entrepreneurship and economic organizations, knows the functional relationships occurring in them	[SW4] test/exam - oral or written
[EKONL3_W11] knows the general principles for the creation and development of forms of individual entrepreneurship, using knowledge of economics, finance and management sciences	knows the general principles of creating and developing forms of individual entrepreneurship, using knowledge of economics, finance and management sciences	[SW4] test/exam - oral or written

Course outcome	Subject outcome	Method of verification
[EKONL3_U01] can correctly interpret economic and social phenomena and apply knowledge of economics, finance and management sciences to explain economic phenomena	can correctly interpret economic and social phenomena and apply knowledge of economics, finance and management sciences to explain economic phenomena and enterprise management	[SU4] test/exam - oral or written [SU5] implementation of a problem task
[EKONL3_W02] has an advanced knowledge of the different types of existing business entities and organisations and public institutions	has knowledge about various types of existing economic entities and organizations as well as public institutions	[SW4] test/exam - oral or written

Subject contents

1. Production decisions of enterprises in the context of market conditions Production decisions of enterprises - general analysis; optimization of production decisions based on marginal analysis, marginal cost and marginal revenue; production function; total and average costs in the short and long term; sunk costs and their importance, constant, increasing and decreasing returns to scale; production decisions in the short and long term); the impact of demand conditions on market decisions of enterprises.

2. Market structures and competitive advantages Market - definitions, market structure, market efficiency. Forms of competition on the market. Barriers to entry and exit. Market power and its effects. Market domination. Degree of market concentration - measures. The entity's market power. The condition of market equilibrium. Conditions for maximizing profit and breaking even. Behavior of economic entities and production decisions in conditions of various market structures; absolute advantage, relative advantage, competitive advantage; behavior of enterprises in the conditions of various market structures and their impact on competitive advantages - analysis of competitive advantages and competitive strategies in the context of the sector environment. Analysis of the market environment.

3. Selection of market strategies by the company Market strategies - theoretical aspects, definitions, types - Porter's generic strategies (low cost, differentiation, focused); selecting a strategy in the context of the economic environment and the market structure of the competitive environment. Strategy games.

The doubts arising during the solving of problem tasks depicting the situation of selected enterprises in the market will be explained and verified during consultations

Prerequisites and co-requisites

The student has knowledge of micro- and macroeconomics as well as the basics of statistics and econometrics.

Assessment methods and criteria

Subject passing criteria	Passing threshold	Percentage of the final grade
exam	51.0%	100.0%

Recommended reading	Basic literature	Krugman, Wells, Mikroekonomia, PWE, Warszawa 2012. Jensen, Industrial Organization, Longman, Boston 2001. J. Żurek (red.) Przedsiębiorstwo. Drogi sukcesu rynkowego, PWE, Warszawa 2016. Mikołajczak, R. Skikiewicz , A. Waligóra, Finansowanie przedsiębiorstw społecznych w Polsce w warunkach gospodarki 4.0, Wydawnictwo Uniwersytetu Ekonomicznego w Poznaniu, 2024 Z. Pierścionek, Zarządzanie strategiczne w przedsiębiorstwie, Wydawnictwo Naukowe PWN, 2022 P. Cegliński, Zdolności dynamiczne jako źródło przewag konkurencyjnych przedsiębiorstw, Wydawnictwo Naukowe Uniwersytetu Mikołaja Kopernika, 2021 The interdependence of R&D, innovations, and productivity: case of Polish manufacturing companies, Zabłocka-Abi Yaghi A., Tomaszewski T., Ekonomia i Prawo. Economics and Law, 2024, vol. 23, nr 1 Usługi dla przedsiębiorstw na rynku wewnętrznym Unii Europejskiej, Stefaniak J., Kuczewska J., W: Polskie przedsiębiorstwo na jednolitym rynku europejskim: wyzwania współczesności / Gorynia M., Kuczewska J., Nowak A. (*red.*), 2022, Warszawa, Polskie Wydawnictwo Ekonomiczne
	Supplementary literature	Bednarz, Gostomski (2018) Źródła i sposoby finansowania przedsiębiorstw, Wydawnictwo Uniwersytetu Gdańskiego, Gdańsk.
	eResources addresses	
Example issues/ example questions/ tasks being completed		
Work placement	Not applicable	

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