University of Gdańsk

Subject card

Subject name and code	Company Management, PG_00199290						
Field of study	International Economic Relations						
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		5.0		
Learning profile	academic		Assessment form		exam		
Conducting unit	Department of Maritime Transport and Seaborne Trade -> Faculty of Economics -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		dr Janusz Dąbrowski				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	30.0	15.0	0.0	15.0	0.0	60
	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	60		0.0		65.0	125
Subject objectives	To familiarize students with the goals and principles of operation of enterprises, the enterprise management process and basic business functions.						

Learning outcomes

Course outcome	Subject outcome	Method of verification
[MSGL3_W15] has an advanced knowledge of management of an economic entity on the international market; knows and understands strategies and marketing tools used in this management	The student understands the essence, goals and principles of operation of the enterprise, identifies the enterprise's environment, describes the organizational and legal forms of enterprises, characterizes the enterprise management process and basic management functions (planning and decision-making, organizing and managing changes, leading and motivating, control and controlling), is able to present the goals, tasks, methods used and the specific nature of the activities of various business functions of the company. The student consults selected issues with the lecturer during consultations..	[SW4] test/exam - oral or written
[MSGL3_U04] uses the acquired theoretical knowledge in economics to analyse and evaluate the operation of economic entities on the international market, with particular emphasis on the European Union market	The student uses his knowledge to analyze various organizational structures, motivational systems, management styles, to examine financial statements, is able to assess the effectiveness of investments and calculate economic profit and implementation of a project on a selected topic related to business management.	[SU2] presentation/project/paper/ report [SU5] implementation of a problem task
[MSGL3_K02] critically assesses the level of his/her knowledge in the field of economics; is willing to deepen and update this knowledge throughout his/her life	The student knows the limitations of his or her own knowledge and the need to constantly improve it.	[SK1] oral statement/conversation/ discussion

Subject contents

- An enterprise as an economic entity (the concept and essence of an enterprise, organizational and legal forms of an enterprise, taxonomy of enterprises, business environment of an enterprise, enterprise management process).
- Planning and decision-making in the enterprise (enterprise planning, strategic planning, operational planning, business plan, decision-making).
- Organizing and managing changes in the enterprise (the concept of organizational structure, elements of organizational structure, classic types of organizational structures, modern types of organizational structures, change management).
- Leadership and motivation in the enterprise (manager in the enterprise, leader in the enterprise, motivation system in the enterprise, management by goals).
- Control and controlling in the enterprise (the essence of control, stages of the control process, control functions, types of control, the essence of controlling, controlling tools).
- Enterprise financial management (balance sheet, income statement, economic and market added value, cash flows, current asset management, investments and investment efficiency account).
- Supply management (development of the purchasing function, organization of supplies, purchasing strategies).
- Production and quality management (product development, production processes, production capacity, lean production(JiT), definition of quality, total cost of quality, total quality management).
- Marketing management (concept and essence of marketing, marketing tools, planning, organization and controlmarketing activities).
- Human resources management (the essence of human resources management, human resources planning, recruitment and selection, employee evaluation system, remuneration, training and development of employees).
- Preparation of a company's organizational structure diagram - case study.
- Examination of leadership style based on the Reddin test.
- Constructing an enterprise's motivational system - a case study.
- Economic profit of the enterprise (EVA) - task.
- Assessment of the company's financial situation - task (part 1).
- Assessment of the company's financial situation - task (part 2).
- Assessment of the effectiveness of tangible investments - task.

Prerequisites and co-requisites

Basic knowledge of organizational management, microeconomics.

Assessment methods and criteria

Subject passing criteria	Passing threshold	Percentage of the final grade
Arithmetic mean of partial marks for completing individual tasks and project	51.0%	30.0%
Written exam on the lecture	51.0%	70.0%

Recommended reading	Basic literature	Przedsiębiorstwo. Drogi sukcesu rynkowego, red. J. Żurek, PWE, Warszawa 2016.
	Supplementary literature	Przedsiębiorstwo. Zasady działania, funkcjonowanie i rozwój, red. J. Zurek, Fundacja Rozwoju UG, Gdansk 2007. R.W. Griffin, Podstawy zarządzania organizacjami, PWN, Warszawa 2007. A. Czerminski, M. Czerska, B. Nogalski, R. Rutka, J. Apanowicz, Zarządzanie organizacjami, Wydawnictwo "Dom Organizatora", Toruń 2001. Zarządzanie. Teoria i praktyka, red. A. K. Kozminski i W. Piotrowski, PWN, Warszawa 2007. Zarządzanie przedsiębiorstwem, red. M. Strużycki, Difin, Warszawa 2004. J. Dąbrowski, T. Nowosielski, Zrównoważony rozwój nowym paradygmatem rozwoju gospodarczego, [w:] Efektywność ekonomiczna przedsiębiorstw a zrównoważony rozwój gospodarki, red. H. Klimek, T. Nowosielski, PTE Oddział w Gdansku, Gdansk 2013, s. 9-25. J. Dąbrowski, Metodologiczne aspekty pomiaru efektywności przedsiębiorstw, [w:] Efektywność ekonomiczna przedsiębiorstwo a zrównoważony rozwój gospodarki, red. H. Klimek, T. Nowosielski, PTE Oddział w Gdańsku, Gdańsk 2013, s. 27-44. W. Bień, Zarządzanie finansami przedsiębiorstwa, Defin, Warszawa 2008. C. Bozarth, R.B. Handfield, Wprowadzenie do zarządzania operacjami i łańcuchem dostaw, Helion, Gliwice 2007. J. Dąbrowski, Zakupy a logistyka zaopatrzenia i marketing zakupów, "Współczesna Gospodarka" 2011, nr 2. J. Dąbrowski, Znaczenie funkcji zakupowej w przedsiębiorstwie, "Studia i Materiały Instytutu Transportu i Handlu Morskiego", 2007, nr 4. J. Dąbrowski, Strategia produktu w działaności zakupowej przedsiębiorstw, "Studia i Materiały Instytutu Transportu i Handlu Morskiego", 2008, nr 5. J. Dąbrowski, Wpływ działaności zakupowej na wyniki firmy, "Logistyka", 2006, nr 4. J. Dąbrowski, H. Klimek, Purchasing research of enterprises, [w:] Challenges of global economy, Edited by O. Debicka, K. Dobrowolski, Wydawnictwo Uniwersytetu Gdanskiego, Gdansk 2013. J. Dąbrowski, Global sourcing of enterprises, [w:] Development and functioning of enterprises in global and changing environment, Edited by J. Kujawa, O. Debicka, The Foundation for the Development of Gdansk University, Gdansk 2010, s. 64-80. J. Dąbrowski, Organizacja globalnego sourcingu, [w:] Przedsiębiorstwo na rynku globalnym, red. A. Oniszczuk-Jastrzabek, T. Gutowski, J. Zurek, Fundacja Rozwoju Uniwersytetu Gdanskiego, Gdansk 2010, s. 65-75. J. Dąbrowski, Kompetencje menedżerów i pracownikow w strukturze zasobów przedsiębiorstwa, "Studia i Materiały Instytutu Transportu i Handlu Morskiego", 2015, nr 12.
	eResources addresses	
Example issues/ example questions/ tasks being completed		
Work placement	Not applicable	

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