

Subject card

Subject name and code	Prospects for enterprise development, PG_00199379						
Field of study	Economics						
Date of commencement of studies	October 2026		Academic year of realisation of subject			2027/2028	
Education level	Master'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	2		Language of instruction			Polish	
Semester of study	4		ECTS credits			8.0	
Learning profile	academic		Assessment form			exam	
Conducting unit							
Name and surname of lecturer (lecturers)	Subject supervisor		dr hab. Beata Majecka				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	30.0	30.0	0.0	45.0	0.0	105
	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	105		0.0		95.0	200
Subject objectives	The basic objectives of the course are to identify and verify in practice the ways of diagnosing and functioning enterprises and to acquire the ability to determine the development prospects of the surveyed entities, based on their market behavior. An additional goal is for students to learn about the diversity and specificity of diagnostic and functional enterprises.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[EKONMU2_U06] can practically apply various forms and range of acquired knowledge in economics, finance and management, supplementing it with an independent critical analysis of its efficiency and usefulness	The student analyzes and verifies information about enterprises based on internal documents, interviews with entrepreneurs and observation of market behavior of the surveyed entities	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report
	[EKONMU2_K02] is aware of the level of their knowledge in the area of solving complex problems in economic,; understands the need to extend and update this knowledge throughout his/her life	The student strives to supplement and improve their knowledge while being aware of the need for lifelong learning, which results from the dynamics of the socio-economic environment	[SK2] presentation/project/paper/report
	[EKONMU2_U08] can independently analyse economic and social phenomena and processes, and can perform a theoretically deepened assessment of such phenomena, using appropriately selected research method	The student uses research (analytical) methods and data presentation methods to present a case study, with a particular focus on assessing the development prospects of the entities under study	[SU2] presentation/project/paper/report
	[EKONMU2_W08] has an in-depth knowledge of processes occurring in enterprises and economic organisations and with related areas, as well as of processes of change in public institutions; knows methods of research on the regularities governing these changes, taking into account the influence of external stakeholders on them	The student explains the specific assumptions of diagnosing and functioning of the surveyed entities and is able to indicate their development prospects	[SW4] test/exam - oral or written [SW1] oral statement/conversation/discussion
	[EKONMU2_W11] knows the detailed principles of establishing and developing forms of individual entrepreneurship, using the knowledge of economics, finance and management sciences	The student is able to present the conditions for the development of modern enterprises resulting from the formal, legal, sectoral and organizational specificity of the surveyed entities	[SW4] test/exam - oral or written [SW1] oral statement/conversation/discussion
	[EKONMU2_U04] can forecast and model complex economic and social processes using quantitative and qualitative methods and tools developed by economic sciences (including statistics and econometrics)	The student anticipates the development prospects for a case study company	[SU2] presentation/project/paper/report
	[EKONMU2_W02] has an in-depth knowledge of various types of existing economic entities and organisations as well as an extended knowledge of public institutions	The student identifies diagnostic and functional characteristics in diverse types of enterprises	[SW4] test/exam - oral or written [SW1] oral statement/conversation/discussion
	[EKONMU2_K05] correctly identifies, diagnoses and solves advanced dilemmas and alternative solutions related to the profession	The student works independently in the preparation of project, identifying, diagnosing and creatively resolving the development dilemmas of enterprises and the involvement of entrepreneurs	[SK1] oral statement/conversation/discussion [SK2] presentation/project/paper/report
	[EKONMU2_K01] recognises the importance of knowledge in the field of economics in the process of identifying and solving economic problems and of consulting experts when having difficulties in solving them independently	The student discusses economic phenomena, based on the opinions of experts, while remaining open to the opinion of other participants in the discussion	[SK1] oral statement/conversation/discussion

Subject contents	1 Introductory issues - defining the conditions and prospects for business development in the modern economy Megatrends, technological, social and regulatory changes affecting the operation and development of companies in a changing market environment are analyzed. 2 The systemic approach to economic diagnosis of enterprises A systems approach to the analysis of the company as a whole, taking into account the interdependence of its elements and environment, is discussed. 3. Systems of enterprise operation Various models and concepts of enterprise operation are presented, taking into account the division into subsystems (management, operational, labor and motivational, marketing, economic and financial). 4. Operational area in the system of operation and diagnosis of the enterprise Production and service processes are analyzed, their efficiency, organization and importance for the value and competitiveness of the company. 5. Marketing area in the system of functioning and diagnosis of the enterprise The company's marketing activities, market strategies, customer and competitor analysis and their impact on company performance are studied. 6. Motivational area in the system of functioning and diagnosis of the enterprise Remuneration systems, organizational culture and employee motivation in the context of organizational effectiveness are analyzed. 7. Economic and financial area in the system of functioning and diagnosis of the enterprise Financial analysis (profitability, liquidity, indebtedness) and assessment of economic condition as a basis for management decisions are carried out. 8 Practical verification of systems of diagnosis and operation of enterprises for the development of the analyzed entities is carried out - individual student projects Case studies and analyses of specific companies are performed, applying the diagnostic tools learned and evaluating their usefulness in practice.												
Prerequisites and co-requisites	The prerequisite is to master the knowledge of specialty subjects carried out in the second and third semester, as well as to acquire the ability to observe the socio-economic environment and skills in the field of business analyst. The competence necessary to implement the described subject is the awareness of the need for lifelong learning, which is related to the dynamics of changes in the socio-economic space in which enterprises operate and develop. Knowledge of subjects: Economic diagnosis, Functioning of enterprises, Economic and financial analytics, Operational and work analytics, Market and marketing analytics, Decision-making methods												
Assessment methods and criteria	<table><tr><td>Subject passing criteria</td><td>Passing threshold</td><td>Percentage of the final grade</td></tr><tr><td>oral exam</td><td>51.0%</td><td>50.0%</td></tr><tr><td>final project</td><td>51.0%</td><td>25.0%</td></tr><tr><td>contribution to the discussion</td><td>51.0%</td><td>25.0%</td></tr></table>	Subject passing criteria	Passing threshold	Percentage of the final grade	oral exam	51.0%	50.0%	final project	51.0%	25.0%	contribution to the discussion	51.0%	25.0%
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Recommended reading	Basic literature	1. B. Majecka, A. Letkiewicz, Samoregulacyjne kształtowanie zachowań rynkowych przedsiębiorstw, Wydawnictwo Uniwersytetu Gdańskiego, Gdańsk 2020. 2. K. Szalucki, Kształtowanie równowagi przedsiębiorstw transportowych, Wydawnictwo Texter, Warszawa 2016.
	Supplementary literature	1. J. Hartenberger-Liszek, J. Krupska, A. Miłosz, Przedsięwzięcia w rozwoju współczesnych przedsiębiorstw. Strategia, zarządzanie, finansowanie, Wydawnictwo Uniwersytetu Gdańskiego, Gdańsk 2020. 2. J. Hartenberger-Liszek, Problemy poznawcze diagnozowania ekonomicznego przedsiębiorstw, Wydawnictwo Uniwersytetu Gdańskiego, Gdańsk 2014. 3. A. Letkiewicz, Samoregulacja w symetryzacji systemów przedsiębiorstw, Wydawnictwo Uniwersytetu Gdańskiego, Gdańsk 2013. 4. B. Majecka, Perspektywy zachowań przedsiębiorstw, Wydawnictwo Uniwersytetu Gdańskiego, Gdańsk 2013. 5. Yuldasheva Nilufar Abduvakhidovna, Factors influencing the implementation of the innovation strategy at industrial enterprises, World Bulletin of Management and Law", 2023, 19, 5-11. Retrieved from https://www.scholarexpress.net/index.php/wbml/article/view/2096.
	eResources addresses	
Example issues/ example questions/ tasks being completed	The basis for passing the exercise part is the preparation and presentation of a presentation on the diagnostic and functional prospects for the development of the selected company. The evaluation criteria are based on the degree of complexity of the elaboration of the issue in question, taking into account all the required elements of the presentation (characteristics of the analyzed company, results of diagnosing the operational, marketing, motivational and economic and financial areas of the enterprise, presentation of the principles of the company's functioning in the mentioned areas, indication of market behavior of the analyzed company and discussion of development prospects audited company). The basis for obtaining the exam grade is demonstrating knowledge of the diagnostic and functional perspectives of enterprise development - assessment based on answers to questions asked for presentations, as well as attendance and activity in classes.	
Work placement	Not applicable	

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