University of Gdańsk

Subject card

Subject name and code	Enterprise Studies, PG_00199848						
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	part-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	8.0	12.0	0.0	7.0	0.0	27
	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	27		0.0	123.0	150	
Subject objectives	Gathering knowledge about business operations results and conditions. Developing skills in economic observation, with particular emphasis on business operations. Acquiring competence in critical analysis and evaluation of economic phenomena, including the preparation of group projects. Students acquire competence in teamwork and develop competence in continuous improvement in this area.						

Learning outcomes

Course outcome	Subject outcome	Method of verification
[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_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 company and engage in discussions with other participants in the learning process	[SU1] 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_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	[SU4] test/exam - oral or written [SU5] implementation of a problem task
[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_K01] recognises the importance of economic knowledge in identifying and solving economic problems and of consulting experts when difficulties in solving them independently	Students who learn about business studies are able to critically analyze the content they learn and recognize the importance of this knowledge. Students also have the competence to independently analyze selected business-related phenomena in the process of preparing group projects.	[SK1] oral statement/conversation/ discussion [SK2] 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 prioritize, plan, and organize activities aimed at developing enterprise knowledge, with particular emphasis on the project preparation process related to selected enterprise knowledge issues.	[SU1] oral statement/conversation/ discussion [SU2] presentation/project/paper/ report
[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 [SK4] test/exam - oral or written
[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

	Course outcome	Subject outcome	Method of verification
	[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 as a Subject of Economic Research and Enterprise Typology
* Enterprises in Poland: Statistical Approach * Legal and Economic Approaches to Enterprises * Subjective, Objective, and Functional Approaches to Enterprises * Interdisciplinarity of Enterprise Economic Research
3. Economic Characteristics of Enterprises
* Essence of Enterprise Economics * Economic Basis for Enterprise Decisions * Inflows, Expenditures, Revenues, Costs, Expenditures * Enterprise Performance and Performance Levels
4. 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
5. Business Goals
* Mission and Enterprise Goals * Differentiation of Purpose-Based Categories * Defining the Concept of Enterprise Goal * Analysis of Goal Characteristics * Objective functions * Differentiation of goals in enterprise operations
6. Starting a business
* Gathering resources and designing a market order * Discussing the principles and objectives of starting a business * Characterizing enterprise resources * Methods of managing and competing in the market.
7. Forms of business cooperation
* Discussing the principles and forms of business cooperation * Market cooperation
8. Business transformation
* Discussing the rationale and possibilities of business transformation * Restructuring projects
9. Principles of business evaluation
* Discussing the principles and methods of enterprise evaluation * Object and subject of evaluation * Assessment tools
10. Business investment processes
* Discussing the essence of investments * Types and rationales of investments
11. Valuation methods and shaping enterprise value
* Discussing the principles and methods of enterprise valuation, types of value
Students discuss any doubts 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 goal ssocio-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 from practical classes	51.0%	30.0%
examination	51.0%	30.0%

Recommended reading

Basic literature

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.

	Supplementary literature	*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
	eResources addresses	
Example issues/ example questions/ tasks being completed	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	
Work placement	Not applicable	

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