University of Gdańsk

Subject card

Subject name and code	Company and Market, PG_00199882						
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 Optional subject group 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	4		ECTS credits		2.0		
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	16.0	0.0	0.0	0.0	0.0	16
	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	16		4.0		30.0	50
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_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	[SK4] 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, and doubts and interpretive problems arising at the stage of solving problem tasks will also be resolved during consultations	[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_U04] can predict and forecast the course of economic and social processes and phenomena	is able to predict the course of economic and social processes and phenomena and forecast these phenomena in relation to the development phase of the enterprise	[SU4] test/exam - oral or written [SU5] implementation of a problem task
[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_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	[SU5] implementation of a problem task [SU6] demonstration of practical skills
[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_K05] correctly identifies, diagnoses and resolves professional dilemmas and different options for solutions	correctly identifies, diagnoses and resolves dilemmas and various variants of solutions related to enterprise management	[SK1] oral statement/conversation/ discussion [SK4] test/exam - oral or written
[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	knows selected methods and tools, including statistical and econometric techniques allowing to describe the situation of an enterprise and economic structures, as well as social institutions and the processes occurring in them	[SW4] test/exam - oral or written

Subject contents	1. Production decisions of enterprises in the context of market conditions 2. 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. 3. 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. 4. 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. 5, 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.
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	P.Krugman, R. Wells (2012), Mikroekonomia, PWE, Warszawa. J. Żurek (red.) (2016)Przedsiębiorstwo. Drogi sukcesu rynkowego, PWE, Warszawa P. Mikołajczak, R. Skikiewicz , A. Waligóra, (2024) Finansowanie przedsiębiorstw społecznych w Polsce w warunkach gospodarki 4.0, Wydawnictwo Uniwersytetu Ekonomicznego w Poznaniu Z. Pierścionek (2022) Zarządzanie strategiczne w przedsiębiorstwie, Wydawnictwo Naukowe PWN P. Cegliński (2021) Zdolności dynamiczne jako źródło przewag konkurencyjnych przedsiębiorstw, Wydawnictwo Naukowe Uniwersytetu Mikołaja Kopernika R. Rolbiecki: Jak rozwiązać problemy związane z zastosowaniem metod NPV i IRR w praktyce, Controling i rachunkowość zarządcza 2013 nr 5,
Supplementary literature	J. Bednarz, Gostomski (2018) Źródła i sposoby finansowania przedsiębiorstw, Wydawnictwo Uniwersytetu Gdańskiego, Gdańsk. Z.J. Makieła, M.M Stuss (2018) Przedsiębiorczość i zarządzanie innowacjami. Wiedza, technologia, konkurencja, przedsiębiorstwo. Wyd. C.H. Beck. T. Piecuch T. (2013) Przedsiębiorczość. Podstawy teoretyczne. Wyd. C.H. Beck. M. Berber M. E. (2015) Mit przedsiębiorczości. Dlaczego większość małych firm upada i jak temu zaradzić, MT Biznes
eResources addresses	

Example issues/ example questions/ tasks being completed	
Work placement	Not applicable

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