University of Gdańsk

Subject card

Subject name and code	Business Economics, PG_00200426		
Field of study	Logistics and Mobility		
Date of commencement of studies	October 2026	Academic year of realisation of subject	2026/2027
Education level	Master'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	full-time studies	Mode of delivery	at the university
Year of study	1	Language of instruction	English
Semester of study	1	ECTS credits	4.0
Learning profile	academic	Assessment form	exam
Conducting unit	Department of Microeconomics -> Faculty of Economics -> Rector		
Name and surname of lecturer (lecturers)	Subject supervisor	dr hab. Anna Blajer-Gołębiewska	
	Teachers	dr hab. Anna Blajer-Gołębiewska dr hab. Leszek Czerwonka, prof. UG	

Lesson types

Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
Number of study hours	15.0	15.0	0.0	30.0	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	40.0	100

Subject objectives

The aim of the course is to familiarize a student with business economics that studies market-related, financial, managerial, strategic, and macroeconomics issues faced by corporations.

Preparing projects, students develop teamwork skills.

Learning outcomes

Course outcome	Subject outcome	Method of verification
[LMMU2_W05] has a knowledge of the human being as a manufacturer and consumer and extended knowledge of the human being as a creator of culture and social structures	A student has an extended knowledge of the human being as a manufacturer and consumer in processes of economic decision making and strategic interactions in the market, which enables them to prepare a project on the impact of macroeconomic factors on the sector and the enterprise.	[SW4] test/exam - oral or written [SW2] presentation/project/paper/ report
[LMMU2_K04] is ready to think and act in an entrepreneurial manner; adapts to new situations and conditions; undertakes challenges of creative thinking; acquires resilience to failures; can assess risks and threats and find ways of counteracting their effects	A student is ready to think and act in an entrepreneurial manner; by thinking strategically, adapts their decisions to new situations and conditions; can assess risks and threats and find ways of counteracting their effects, which enables them to prepare a project on the impact of macroeconomic factors on the sector and the enterprise.	[SK2] presentation/project/paper/ report [SK4] test/exam - oral or written
[LMMU2_U08] can independently analyse logistics and mobility processes and systems, and can perform a theoretically deepened assessment of such processes and systems, using appropriately selected research method	A student can independently analyse logistics and mobility processes and systems, and can perform a theoretically deepened assessment of such processes and systems, using appropriately selected research method based on market-related, financial, managerial, strategic, and macroeconomic factors affecting corporations.	[SU2] presentation/project/paper/ report [SU4] test/exam - oral or written
[LMMU2_U01] can creatively interpret and explain economic and social phenomena and relations between them, using acquired knowledge of economics, finance, management sciences, logistics and mobility	A student can creatively interpret and explain economic and social phenomena and relations between them, using acquired knowledge of micro- and macroeconomics as well as finance sciences.	[SU2] presentation/project/paper/ report [SU4] test/exam - oral or written
[LMMU2_W07] has a knowledge of economic and financial principles governing the functioning and management of economic entities and organisations, which require logistics support or provide logistics services, as well as of systems of legal, organisational, professional, moral and ethical norms and rules organising public structures and institutions, both in the national and international spheres	A student has an in-depth knowledge of economic and financial principles governing the functioning and management of economic entities and organisations, taking into consideration market-related, strategic, and macroeconomic issues faced by corporations.	[SW4] test/exam - oral or written [SW2] presentation/project/paper/ report
[LMMU2_W01] has an in-depth knowledge of the nature of social sciences and their place in the system of sciences; understands the differences between contemporary trends in theory of logistics and mobility	A student has an in-depth knowledge of business economics that studies market-related, financial, managerial, strategic, and macroeconomics issues faced by corporations.	[SW4] test/exam - oral or written [SW2] presentation/project/paper/ report
[LMMU2_K05] correctly identifies, diagnoses and solves dilemmas and alternative solutions related to the profession	A student correctly identifies, diagnoses and solves dilemmas and alternative solutions related to the profession.	[SK2] presentation/project/paper/ report [SK4] test/exam - oral or written
[LMMU2_U03] can analyse causes and course of logistics and mobility processes and systems, formulate his/her own opinions on the subject, construct research hypotheses, and select and apply methods of their verification	A student can analyse causes and course micro-, macroeconomic and financial processes and formulate his/her own opinions on the subject, which enables them to prepare a project on the impact of macroeconomic factors on the sector and the enterprise.	[SU2] presentation/project/paper/ report [SU4] test/exam - oral or written
[LMMU2_W06] has an in-depth knowledge of statistical and econometric methods and tools for description and macro- and microeconomic modelling of logistics and mobility processes and systems	A student knows statistical methods and tools for analysis of risk in investment selection problem.	[SW4] test/exam - oral or written [SW2] presentation/project/paper/ report

Course outcome	Subject outcome	Method of verification
[LMMU2_W02] has a knowledge of various types of economic entities and organisations, which require logistics support or provide logistics services as well as an extended knowledge of public institutions	A student has an in-depth knowledge of various types of economic entities and organisations, which require logistics support or provide logistics services as well as an extended knowledge of government policy that affects the microeconomic conditions for the functioning of enterprises.	[SW4] test/exam - oral or written [SW2] presentation/project/paper/ report
[LMMU2_K02] is aware of the level of his/her knowledge in the field of logistics and mobility; understands the need to extend and update this knowledge throughout his/her life	A student is aware of the level of his/her knowledge of economic factors affecting businesses in the field of logistics and mobility, which enables them to prepare a project on the impact of macroeconomic factors on the sector and the enterprise.	[SK2] presentation/project/paper/ report [SK4] test/exam - oral or written
[LMMU2_K01] recognises the importance of knowledge in the field of logistics and mobility in the process of identifying and solving work-related problems and of consulting experts when having difficulties in solving them independently	A student recognises the importance of knowledge about factors affecting businesses related to logistics and mobility in the process of identifying and solving work-related problems; in case of facing difficulties in solving microeconomic issues individually, discusses them with the teacher during consultation hours.	[SK1] oral statement/conversation/ discussion [SK2] presentation/project/paper/ report [SK4] test/exam - oral or written

Subject contents

1. Impact of microeconomic factors on corporations

2. Production and cost considerations

3. Managerial economics

4. Decisions under conditions of risk and uncertainty

5. Market structures, strategic behaviour and game theory

6. Impact of macroeconomic factors on business - project

The programme is delivered both during scheduled classes and outside them through the student's independent completion of problem-solving tasks/projects, which are discussed with the lecturer.

The project requires ongoing consultation with the instructor. This time includes selecting the topic, discussing the methodological assumptions, defining the expected results, and consulting on the results.

To obtain a passing grade, students must achieve at least 51% of the total marks awarded for classes and at least 51% of the marks in the final examination. The final grade is determined on the basis of the total number of marks obtained from both the coursework and lecture components combined.

Prerequisites and co-requisites

Knowledge: a student is able to define a given economic problem and explain the dependencies occurring in basic economic models.

Skills: a student recognizes the causes and consequences of economic phenomena, interprets economic phenomena.

Competences: a student works creatively formulating relationships between economic phenomena.

Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	Assessment for the class is based on a test.	51.0%	50.0%
	The lecture component is assessed through a written examination, and the projects carried out by the students.	51.0%	50.0%
Recommended reading	Basic literature	1. Mankiw N. G., Taylor M. P., Ashwin A., Business Economics, 3rd Edition, Cengage Learning EMEA, Andover 2019. 2. AllenW. B., Doherty N. A., Weigelt K. , Mansfield E., Managerial economics. Theory, application, and cases, 8th edition, W. W. Norton & Company, New York 2013.	
	Supplementary literature	1. Czerwonka L., Poszewiecki A., Investment and Corporate Financial Constraints: The Case of European Union Listed Companies. Ekonomia Międzynarodowa, vol. 44, 2023, s. 2746. 2. Jaworski J., Czerwonka L., Profitability and working capital management: evidence from the Warsaw Stock Exchange, Journal of Business Economics and Management, 2022, vol. 23, no 1, s. 180-198. 3. Czerwonka L., Jaworski J., Capital structure determinants of small and medium-sized enterprises: evidence from Central and Eastern Europe, Journal of Small Business and Enterprise Development, 2021, vol. 28, no 2, s. 277-297. 4. Blajer-Gołębiewska A, Czerwonka L., Kozłowski A., Leading Behavioral Characteristics and Investors Decisions: An Experimental Approach [w:] W. Strielkowski (red.) Sustainable Leadership for Entrepreneurs and Academics, Springer, Cham, 2019, s. 213-224. 5. Blajer-Gołębiewska, A., Honecker, L., Nowak, S., Investor sentiment response to COVID-19 outbreak-related news: a sectoral analysis of US firms. North American Journal of Economics and Finance, 2024, vol. 71, s. 116.	
	eResources addresses		
Example issues/ example questions/ tasks being completed			
Work placement	Not applicable		

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