University of Gdańsk

Subject card

Subject name and code	Activity of enterprise in modern enclosing, PG_00203481		
Field of study	Medical Biology		
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 Humanistic-social subject group
Mode of study	full-time studies	Mode of delivery	at the university
Year of study	1	Language of instruction	Polish
Semester of study	1	ECTS credits	2.0
Learning profile	academic	Assessment form	credit
Conducting unit			
Name and surname of lecturer (lecturers)	Subject supervisor	dr Grzegorz Pawłowski	
	Teachers		

Lesson types

Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
Number of study hours	30.0	0.0	0.0	0.0	0.0	30

E-learning hours included: 0.0

eNauczanie source addresses:
Moodle ID: 13906 2026-2027-DZIAŁALNOŚĆ PRZEDSIĘBIORSTWA WE WSPÓŁCZESNYM OTOCZENIU- BIOLOGIA MEDYCZNA
https://mdl.ug.edu.pl/course/view.php?id=13906

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	30	4.0	16.0	50

Subject objectives

Introduction to the issue of business strategy, with particular emphasis on SMEs and family businesses Familiarization with the main elements of the potential of the enterprise and its environment Indication of strategic sources of economic information about the enterprise and its environment Familiarization with the risks in the enterprise and its environment and with methods of managing these risks Presentation of the principles of strategic analysis Indication of the principles of analyzing the economic situation

Learning outcomes

Course outcome	Subject outcome	Method of verification
[BIOLMEDMU2_K08] is ready to lead the group and take responsibility for it	is ready to lead the group and take responsibility for it	[SK2] presentation/project/paper/ report
[BIOLMEDMU2_W08] understands the principles of establishing and developing various forms of entrepreneurship; understands the nature of innovative solutions in neurobiology that address contemporary social challenges	knows the basic principles of creating and developing various forms of entrepreneurship	[SW2] presentation/project/paper/ report
[BIOLMEDMU2_U07] is able to show initiative and lead teamwork and cooperate in the planning and implementation of research tasks	is able to show initiative and manage team work as well as cooperate in planning and implementing research tasks	[SU2] presentation/project/paper/ report
[BIOLMEDMU2_W07] knows the economic feasibility of meeting the needs of individuals and social groups in the field of neurobiology or molecular, biochemical and parasitological diagnostics	knows the economic possibilities of meeting the needs of individuals and social groups in the field of business	[SW2] presentation/project/paper/ report
[BIOLMEDMU2_U05] has the ability to speak in Polish or a foreign language at B2+ level and to discuss topics relating to their chosen specialism, as well as possessing the tools to engage in academic debate and the ability to adapt technical language to the appropriate audience	has the ability to give oral presentations in Polish	[SU2] presentation/project/paper/ report
[BIOLMEDMU2_U01] is able to use, fluently yet critically, the academic literature and databases required for work in the field of medical biology and related disciplines, and to prepare and present academic papers in the field of medical biology and related sciences	can use scientific literature and databases necessary in business activity fluently, but in a critical way	[SU2] presentation/project/paper/ report
[BIOLMEDMU2_K05] is ready to think and act in an entrepreneurial way and is also able to plan their own career independently	is ready to think and act in an entrepreneurial way	[SK2] presentation/project/paper/ report
[BIOLMEDMU2_K02] is ready to recognize the importance of knowledge in solving cognitive and practical problems and to seek expert advice when having difficulty solving a problem on his own	ready to recognize the importance of knowledge in solving cognitive and practical problems and to seek the opinion of experts in case of difficulties in solving the problem on their own	[SK2] presentation/project/paper/ report

Subject contents

The essence of business management and the characteristics of the company's environment The process of planning and organizing in the company The specificity of a family enterprise Change management in the enterprise Analysis of the economic situation Sources of strategic information about the company's environment, economic information within the company Strategic management of the enterprise and its components The essence and basic concepts regarding the enterprise's environment Strategic analysis as the basis for building a strategic plan Business plan and corporate strategy Scenario methods for macro-environment analysis Analysis of the competitive environment. Analysis of the company's strategic potential SWOT as a comprehensive method of strategic analysis Analysis of risks in the enterprise's environment

Prerequisites and co-requisites

Assessment methods and criteria

Subject passing criteria	Passing threshold	Percentage of the final grade
presentation	51.0%	100.0%

Recommended reading

Basic literature	Butra J. i inni: Przedsiębiorstwo i jego otoczenie w gospodarce rynkowej, PAN, Kraków 1999, Hubner D. i inni: Koniunktura gospodarcza, PWE, Warszawa 1994, Jak zwiększyć konkurencyjność firmy na rynku Unii Europejskiej, Ernst&Young, Warszawa 2003, Porter M.E., Przewaga konkurencyjna, wyd. One Press, Warszawa 2006
Supplementary literature	Ekonomika i Organizacja Przedsiębiorstwa",
eResources addresses	

Example issues/ example questions/ tasks being completed

Enterprise profitability indicators

Work placement	Not applicable

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