


KAPITAŁ LUDZKI
 NARODOWA STRATEGIA SPÓJNOŚCI

 Projekt współfinansowany przez
 Unię Europejską w ramach
 Europejskiego Funduszu
 Społecznego

UNIA EUROPEJSKA
 EUROPEJSKI
 FUNDUSZ SPOŁECZNY


Course title		ECTS code	
The activities of the company in contemporary environment		13.3.1306	
Name of unit administrating study			
Faculty of Economics			
Studies			
faculty	field of study	type	drugiego stopnia
Wydział Chemii	Chemia	form	stacjonarne
		specjalty	Digital Chemistry
		specialization	wszystkie
Teaching staff			
dr Grzegorz Pawłowski; dr Jarosław Kempa			
Forms of classes, the realization and number of hours		ECTS credits	
Forms of classes		2	
Lecture		classes - 30 h	
The realization of activities		tutorial classes – 5 h	
classroom instruction		student's own work – 15 h	
Number of hours		Total: 50 h - 2 ECTS	
Lecture: 30 hours			
The academic cycle			
2024/2025 winter semester			
Type of course		Language of instruction	
obligatory		English	
Teaching methods		Form and method of assessment and basic criteria for evaluation or examination requirements	
Lecture with multimedia presentation		Final evaluation	
• Case studies		Graded credit	
		Assessment methods	
		basic level: case study presentation	
		correct level: conversation	
		The basic criteria for evaluation	
		according to "Rules and regulations for studies at the University of Gdansk"	
Method of verifying required learning outcomes			
Required courses and introductory requirements			
A. Formal requirements			
the ability to clearly prepare a multimedia presentation			
B. Prerequisites			
individual interest in entrepreneurship issues and analysis of the company's development in the stormy market environment			
Aims of education			
Introduction to the issues of the company's business strategy, with particular emphasis on SMEs			
Teaching the basics of financial analysis of a company			
Acquainting with the main elements of the company's potential and its environment			
Indication of strategic sources of economic information about the enterprise and its environment			
Identification of risks in enterprises and its environment as well as methods of managing these risks			
Presentation of the principles of strategic analysis			
Indication of the principles of the business cycle analysis			
Course contents			

<p>The essence of business management and the characteristics of the company's environment</p> <p>Basic issues of financial analysis of a company</p> <p>Planning and organizing process in the company</p> <p>Change management in the enterprise</p> <p>Analysis of the business cycles</p> <p>Corporate strategic management and its components</p> <p>Essence and basic conceptions related to the company's environment</p> <p>Strategic analysis as the basis for building a strategic plan</p> <p>Business plan and corporate strategy</p> <p>Scenario methods for macro-environment analysis</p> <p>Analysis of the competitive environment</p> <p>Analysis of the company's strategic potential</p> <p>SWOT as a comprehensive method of strategic analysis</p> <p>Analysis of risks in the company's environment</p>	
<p>Bibliography of literature</p> <p>Literature required to pass the course</p> <p>W. Gabrusewicz: Podstawy analizy finansowej. PWE, Warszawa 2007, Gierszewska G., Romanowska M., Analiza strategiczna przedsiębiorstwa PWE, Warszawa 2002, 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</p> <p>Extracurricular readings</p> <p>Butra J. i inni: Przedsiębiorstwo i jego otoczenie w gospodarce rynkowej, PAN, Kraków 1999, Penc-Pietrzak I, Analiza strategiczna w zarządzaniu firmą, wyd., C.H. Beck, Warszawa, 2003</p> <p>"Ekonomika i Organizacja Przedsiębiorstwa", numery z lat 2010 - 2015 "Przegląd Organizacji", numery z lat 2010 - 2015 Pierscionek Z., Strategia rozwoju firmy (1997) Porter M.E.,: Strategia konkurencji (1994) Romanowska M., Strategie rozwoju i konkurencji (1998)</p>	
<p>The learning outcomes (for the field of study and specialization)</p> <p>K_W15: formulates general principles for creating and developing selected forms of individual entrepreneurship enabling the use of knowledge coming from science</p> <p>K_U03: finds necessary information in specialist literature, databases and other sources, lists basic scientific journals in chemistry</p> <p>K_U07: defines and implements the directions of own further education</p> <p>K_K06: undertakes research tasks consciously and responsibly, understanding the social aspects of the practical application of the acquired knowledge and skills and the responsibility related to it</p> <p>K_K07 - can think and act in an entrepreneurial manner</p>	<p>Knowledge</p> <p>Student has knowledge about the relations between phenomena, entities, structures and economic institutions on the micro, macroeconomic and sectoral scale, both in real and monetary terms student knows the economics proper for the scientific discipline, selected methods and description tools, including techniques for obtaining information and description of phenomena, processes, entities, structures and economic institutions and the regularities that ruling them</p> <p>Skills</p> <p>Student can correctly observe and interpret economic phenomena and processes, using basic economic terminology student can use the basic theoretical knowledge and obtain data to analyze specific economic processes and phenomena</p> <p>Social competence</p> <p>Student is able to independently supplement and improve the acquired knowledge and economic skills, is open to new ideas and techniques, has a tendency to learn with any method and a tendency to interact with other participants of the learning process is able to think and act in an entrepreneurial manner and to communicate skilfully with the environment; adapts to new situations and conditions, takes up new challenges of creative thinking, and becomes resistant to failure</p>
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