



Subject card

Subject name and code	, PG_00037146						
Field of study	Economic Analytics						
Date of commencement of studies	October 2021		Academic year of realisation of subject		2023/2024		
Education level	first-cycle studies		Subject group		Optional subject group 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	3		Language of instruction		Polish		
Semester of study	6		ECTS credits		5.0		
Learning profile	general academic profile		Assessment form		assessment		
Conducting unit	Katedra Statystyki i Ekonometrii -> Faculty of Management and Economics						
Name and surname of lecturer (lecturers)	Subject supervisor		dr Aneta Sobiechowska-Ziegert				
	Teachers		dr Aneta Sobiechowska-Ziegert				
Lesson types and methods of instruction	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	15.0	0.0	15.0	0.0	0.0	30
	E-learning hours included: 0.0						
	Additional information: interactive lecture, discussion, group work, individual work						
	course page: https://enauczanie.pg.edu.pl/moodle/course/view.php?id=35411						
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		9.0		86.0	125
Subject objectives	<p>The purpose of the course is:</p> <ul style="list-style-type: none">• drawing students' attention to the importance of prices in all markets due to their progressive saturation, product quality equalization and globalization,• getting acquainted with the methods of price management in enterprises operating on differently organized markets,• learning about pricing methods and tactics• learning the methods of analyzing market prices						
Learning outcomes	Course outcome		Subject outcome		Method of verification		
	[K6_W09] Knows the ways and tools of acquiring and collecting data, including IT data, used in the analysis and explanation of socio-economic phenomena and processes.		The student understands the importance of price for companies operating on differently organized markets and can list approximate and accurate methods of determining optimal prices		[SW1] Assessment of factual knowledge		
	[K6_U08] Has the ability to use mathematical and IT tools to analyse economic phenomena and make decisions by economic entities.		The student is able to analyze the company's situation in terms of prices and choose the appropriate pricing strategy. The student also knows how to use econometric tools to analyze market prices.		[SU2] Assessment of ability to analyse information [SU4] Assessment of ability to use methods and tools		

Subject contents	<ul style="list-style-type: none">• The role of price in the management of an enterprise operating on differently organized markets• Review of price management problems in a market economy• Basic issues of static price management• Approximate and accurate monopoly price management procedures• Approximate and accurate price management procedures in an oligopoly• Prices and the company's strategy• Determinants of dynamic price management (product life cycle, dynamics of competition, costs, price elasticity of demand)• Price differentiation (by market segment, product line, spatial and international)• The specificity of price management in industries (vertical price management, price management in trade, in services)• Special problems of price management (psychology, marketing mix, pricing errors)• Retail pricing by cost and demand based methods• Modeling prices on energy, agricultural and other markets		
Prerequisites and co-requisites	Knowledge of microeconomics, marketing, statistics and econometrics		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	knowledge test	55.0%	50.0%
	making a price recommendation	0.0%	25.0%
	econometric price analysis on a selected market	55.0%	25.0%
Recommended reading	Basic literature	<ol style="list-style-type: none">1. Heamer J., A practical Guide do Pricing,Simon-Kucher, Frankfurt 20192. Rogoda B., Polityka cenowa małych i średnich przedsiębiorstw, Oficyna Ekonomiczna, Kraków 20043. Simon H., Zarządzanie cenami, PWN 19964. Waniowski P., Marketingowe zarządzanie ceną w przedsiębiorstwie, Wydawnictwo UE we Wrocławiu, Wrocław 20145. Zaród J., Czynniki kształtujące ceny wybranych produktów rolno-żywnościowych, Zeszyty Naukowe SGGW w Warszawie, Problemy Rolnictwa Światowego tom 17 (XXXII), zeszyt 3, 2017: 298307	
	Supplementary literature	<ol style="list-style-type: none">1. Rogoda B., Błędy cenowe próba systematyki, <i>Marketing i rynek</i>, nr 3/20002. Rogoda B., Decyzje cenowe przedsiębiorstw - pomocnicze materiały dydaktyczne, Wyd. Akademii Ekonomicznej w Krakowie, 20033. Dyhdalewicz A. Wybór metod ustalania cen w przedsiębiorstwach handlowych, Zeszyty Naukowe US, Nr 625, Szczecin 2011	
	eResources addresses	Adresy na platformie eNauczanie: Analiza i kształtowanie cen w przedsiębiorstwie 2024 - Moodle ID: 35411 https://enauczanie.pg.edu.pl/moodle/course/view.php?id=35411	
Example issues/ example questions/ tasks being completed	<p>Assuming the gross margin rate () at the level of 41% and knowing that the unit variable costs (AVC) is PLN 17, and the unit fixed costs (AFC) are PLN 5, determine (by deriving the appropriate formula) the net price of the producer and the retail selling price using the variable cost method (23% VAT).Company Y analyzed its costs and showed that it depended on production volume as follows [table provided]. Let us assume that the demand function of this firm is defined according to the following formula: [demand function provided]. Using the spreadsheet and polynomial regression, calculate the equation of the cost function, and then taking into account the demand function, calculate the optimal price.</p>		
Work placement	Not applicable		