



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	The purpose of the course is: <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	<table border="1" data-bbox="451 560 1487 723"> <thead> <tr> <th data-bbox="451 560 798 593">Subject passing criteria</th> <th data-bbox="798 560 1141 593">Passing threshold</th> <th data-bbox="1141 560 1487 593">Percentage of the final grade</th> </tr> </thead> <tbody> <tr> <td data-bbox="451 593 798 627">knowledge test</td> <td data-bbox="798 593 1141 627">55.0%</td> <td data-bbox="1141 593 1487 627">50.0%</td> </tr> <tr> <td data-bbox="451 627 798 660">making a price recommendation</td> <td data-bbox="798 627 1141 660">0.0%</td> <td data-bbox="1141 627 1487 660">25.0%</td> </tr> <tr> <td data-bbox="451 660 798 723">econometric price analysis on a selected market</td> <td data-bbox="798 660 1141 723">55.0%</td> <td data-bbox="1141 660 1487 723">25.0%</td> </tr> </tbody> </table>			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%
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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 2019 2. Rogoda B., Polityka cenowa małych i średnich przedsiębiorstw, Oficyna Ekonomiczna, Kraków 2004 3. Simon H., Zarządzanie cenami, PWN 1996 4. Waniowski P., Marketingowe zarządzanie ceną w przedsiębiorstwie, Wydawnictwo UE we Wrocławiu, Wrocław 2014 5. Zaród J., Czynniki kształtujące ceny wybranych produktów rolniczożywnościowych, 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 3/2000 2. Rogoda B., Decyzje cenowe przedsiębiorstw - pomocnicze materiały dydaktyczne, Wyd. Akademii Ekonomicznej w Krakowie, 2003 3. 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														