



## Subject card

Subject name and code	PRICE ANALYSIS AND FORMATION IN AN ENTERPRISE, PG_00058603						
Field of study	Economic Analytics						
Date of commencement of studies	October 2022	Academic year of realisation of subject			2024/2025		
Education level	first-cycle studies	Subject group			Optional subject group Subject group related to scientific research in the field of study		
Mode of study	Part-time studies (on-line)	Mode of delivery			at the university		
Year of study	3	Language of instruction			Polish		
Semester of study	5	ECTS credits			4.0		
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 type and method of instruction	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	8.0	0.0	8.0	0.0	0.0	16
	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	16	10.0		74.0	100	
Subject objectives	Describes the methods of price management in enterprises operating on differently organised markets						
Learning outcomes	Course outcome		Subject outcome		Method of verification		
	[K6_W03] identifies reliable sources of information relevant to the analyzed issues		identifies reliable sources of information for conducting price analyzes in variously organized markets		[SW1] Assessment of factual knowledge		
	[K6_U06] acquires new knowledge by planning lifelong learning strategies		acquires new knowledge necessary to analyse the company's situation in terms of prices and select an appropriate pricing strategy for it		[SU2] Assessment of ability to analyse information [SU4] Assessment of ability to use methods and tools		
Subject contents	<p>The role of price in the management of an enterprise operating on differently organised markets.</p> <p>Basic issues of static price management.</p> <p>Approximate and accurate monopoly price management procedures.</p> <p>Approximate and accurate price management procedures in an oligopoly.</p> <p>Prices and the company's strategy.</p> <p>Price differentiation (by market segment, product line, spatial and international).</p> <p>The specificity of price management in industries (vertical price management, price management in trade, in services).</p> <p>Special problems of price management (psychology, marketing mix, pricing errors).</p> <p>Retail pricing by cost and demand based methods.</p> <p>Modeling prices on energy, agricultural and other markets.</p>						
Prerequisites and co-requisites	<p>microeconomics</p> <p>basics of economic forecasting</p> <p>econometrics</p>						
Assessment methods and criteria	Subject passing criteria		Passing threshold		Percentage of the final grade		
	assignment		60.0%		25.0%		
	test		60.0%		50.0%		
	price recommendation		0.0%		25.0%		

Recommended reading	Basic literature	Heamer, J.(2019). A practical Guide do Pricing. Frankfurt: Simon-Kucher. Rogoda, B.(2004). Polityka cenowa małych i średnich przedsiębiorstw, Kraków: Oficyna Ekonomiczna Simon, H. (1996). Zarządzanie cenami. Warszawa: PWN Waniowski, P. (2014). Marketingowe zarządzanie ceną w przedsiębiorstwie. Wrocław: Wydawnictwo UE we Wrocławiu. Waniowski, P. (2016). Strategia cenowa przedsiębiorstwa PKP Intercity na tle innych przewoźników kolejowych w Europie. Marketing i rynek, 3(44), 267-278 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	Rogoda, B.(2000). Błędy cenowe próba systematyki. <i>Marketing i rynek</i> , nr 3/2000, 16-20. Rogoda, B. (2003). Decyzje cenowe przedsiębiorstw - pomocnicze materiały dydaktyczne. Kraków: Wydawnictwo Akademii Ekonomicznej w Krakowie Dyhdalewicz, A. (2011). Wybór metod ustalania cen w przedsiębiorstwach handlowych. Zeszyty Naukowe US, Nr 625, Szczecin, 127-140.
	eResources addresses	
Example issues/ example questions/ tasks being completed	The EKOPARTNER company is a small company that produces Exclusive organic rodent food sold in 10 kg packages, asked a price management specialist for consultation. So far, the company's pricing decisions have been based solely on cost methods. Using the cost plus method, the EKOPARTNER company set the price for a package of its product at PLN 185 and achieved an average monthly sale of 72 packages of Exclusive pet food. Fixed costs borne by the company are at the level of PLN 2,500 and the variable costs for the achieved sales amount to PLN 4,665.6.Determine the profit mark-up (mark-up rate on costs [%]) used so far by EKOPARTNER). [note that EKOPARTNER is a production company and takes into account all costs in the price calculation]. What margin has the company achieved by using this pricing method?	
Work placement	Not applicable	