



Subject card

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|---|---|--|--|-------------------------------------|--|------------|-----|
| Subject name and code | PRICE ANALYSIS AND FORMATION IN AN ENTERPRISE, PG_00058535 | | | | | | |
| Field of study | Economic Analytics | | | | | | |
| Date of commencement of studies | October 2023 | Academic year of realisation of subject | | | 2025/2026 | | |
| 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 | 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 | | | | | | |
| 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 | | | | | | |
| 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 | | 10.0 | | 60.0 | 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_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 | | [SU4] Assessment of ability to use methods and tools [SU2] Assessment of ability to analyse information | | |
| | [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 | | |
| Subject contents | The role of price in the management of an enterprise operating on differently organised markets. 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. 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 | microeconomics basics of economic forecasting econometrics | | | | | | |
| Assessment methods and criteria | Subject passing criteria | | Passing threshold | | Percentage of the final grade | | |
| | price recommendation | | 0.0% | | 25.0% | | |
| | assignment | | 60.0% | | 25.0% | | |
| | test | | 60.0% | | 50.0% | | |

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| 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 rolniczożywnościowych. 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 | Adresy na platformie eNauczanie: |
| 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 | |