



Subject card

Subject name and code	Economics and organization of enterprises, PG_00045358						
Field of study	Data Engineering						
Date of commencement of studies	October 2024	Academic year of realisation of subject			2024/2025		
Education level	first-cycle studies	Subject group			Obligatory subject group in the field of study 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	1	Language of instruction			English		
Semester of study	1	ECTS credits			2.0		
Learning profile	general academic profile	Assessment form			assessment		
Conducting unit	Department of Entrepreneurship and Business Law -> Faculty of Management and Economics						
Name and surname of lecturer (lecturers)	Subject supervisor		dr Magdalena Popowska				
	Teachers		dr Magdalena Popowska				
Lesson types and methods of instruction	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	15.0	15.0	0.0	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		2.0		18.0	50
Subject objectives	<ul style="list-style-type: none"> Students receive knowledge helping them to develop the skill of reflection and of understanding, designing, and managing business entities. Emphasize both the macro characteristics of organizations such as their structures, technology and environment, and internal processes such as organizational culture, managerial decision-making, innovation. 						
Learning outcomes	Course outcome		Subject outcome		Method of verification		
	[K6_W05] integrates data from multiple sources in order to analyze complex business problems		Uses information and knowledge gained in class and other sources to analyze a selected element from the macroeconomic business environment.		[SW2] Assessment of knowledge contained in presentation		
	[K6_U01] analyzes and evaluates complex processes in the context of their improvement possibilities, using various methods, including analytical and simulation		Carries out tasks in the subject area using the tools indicated by the teacher.		[SU4] Assessment of ability to use methods and tools [SU2] Assessment of ability to analyse information [SU1] Assessment of task fulfilment		
	[K6_K02] makes competent and ethical decisions to create and maintain economic, social and environmental values		Incorporates ethical issues and values into the project design, collaborating with the project team.		[SK5] Assessment of ability to solve problems that arise in practice [SK1] Assessment of group work skills		

Subject contents	<ol style="list-style-type: none"> 1. Introduction to the course organization 2. Business environment and business economics 3. Economics and the world of business 4. Business organizations 5. The working of competitive markets 6. Business in a market environment 7. Demand and the consumer 8. Behavioural economics of the consumer 9. Alternative theories of the firm 10. An introduction to business strategy 11. Growth strategy 12. The small firm sector 13. Government and the firm 14. Globalisation and multinational business 15. Macroeconomic environment of business 														
Prerequisites and co-requisites															
Assessment methods and criteria	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 40%;">Subject passing criteria</th> <th style="width: 30%;">Passing threshold</th> <th style="width: 30%;">Percentage of the final grade</th> </tr> </thead> <tbody> <tr> <td>Presentation of the topic</td> <td>60.0%</td> <td>20.0%</td> </tr> <tr> <td>Final test</td> <td>60.0%</td> <td>70.0%</td> </tr> <tr> <td>Exercises/ case studies</td> <td>90.0%</td> <td>10.0%</td> </tr> </tbody> </table>			Subject passing criteria	Passing threshold	Percentage of the final grade	Presentation of the topic	60.0%	20.0%	Final test	60.0%	70.0%	Exercises/ case studies	90.0%	10.0%
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Recommended reading	Basic literature	<ul style="list-style-type: none"> • Economics for Business, 9th edition, Sloman, J., Garratt, D., Guest, J., Jones, E., Pearson 2023 • Articles requested by teacher 													
	Supplementary literature	<ul style="list-style-type: none"> • Internet, scientific articles, companies and institutions websites 													
	eResources addresses	Adresy na platformie eNauczenie: Economics and Organisation of Enterprises - winter term 24/25 - Moodle ID: 40247 https://enauczenie.pg.edu.pl/moodle/course/view.php?id=40247													
Example issues/ example questions/ tasks being completed	<ol style="list-style-type: none"> 1. Select a particular country and examine two sectors one where output and employment have increased over the past 20 years and one where output and employment have declined over the same period. Explain your findings. 2. Search for two cases of large businesses that failed. Prepared a short presentation describing the similarities and differences between these cases and Enron. 														
Work placement	Not applicable														

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