GDAŃSK UNIVERSITY OF TECHNOLOGY

Subject card

Subject name and code	Enterprice economics and management, PG_00054701		
Field of study	Green Technologies		
Date of commencement of studies	October 2024	Academic year of realisation of subject	2024/2025
Education level	first-cycle studies	Subject group	Optional subject group Humanistic-social subject group
Mode of study	Full-time studies	Mode of delivery	at the university
Year of study	1	Language of instruction	Polish
Semester of study	2	ECTS credits	2.0
Learning profile	general academic profile	Assessment form	assessment
Conducting unit	Department of Entrepreneurship -> Faculty of Management and Economics		
Name and surname of lecturer (lecturers)	Subject supervisor	dr inż. Anita Richert-Kaźmierska	
	Teachers	dr inż. Anita Richert-Kaźmierska	

Lesson types and methods of instruction

Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
Number of study hours	30.0	0.0	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

The aim of the course is to familiarize students with the basic knowledge of the principles of market operation and business management.

Learning outcomes

Course outcome	Subject outcome	Method of verification
[K6_K04] is ready to think and act in a creative and enterprising way, to negotiate, work in a team, assuming different roles	The student is able to solve problem tasks related to the functioning of the company on the market, in a creative and entrepreneurial way.	[SK5] Assessment of ability to solve problems that arise in practice
[K6_W01] has a basic knowledge from some branches of mathematics and physics useful for formulating and solving simple problems in the field of environmental technologies and modern analytical methods	The student is able to use the basic concepts of mathematics and physics;	[SW3] Assessment of knowledge contained in written work and projects [SW1] Assessment of factual knowledge
[K6_W05] has an elementary knowledge of the fundamental concepts and problems of quality management, the general principles of creation and development of forms of individual entrepreneurship, application of the principles of work organization and integrated management, basic principles of quality control and analysis results; knowledge of basic legal aspects relating to the management of chemicals with particular emphasis on compounds polluting the environment and business, knows and understands the basic concepts and principles of the protection of industrial property and copyright and the need for management of intellectual property.	The student is able to use the basic concepts and wording of management and economics; solve tasks typical for entrepreneur's activity.	[SW3] Assessment of knowledge contained in written work and projects [SW1] Assessment of factual knowledge

<table>
<tr><td>Subject contents</td><td>1. Market: demand, supply, price. 2. Types of markets and principles (mechanisms) of their functioning. 3. Types of organizations. 4. Enterprise. 5. Types of enterprises. 6. Legal forms of enterprises in Poland. 7. Business management aimed at achieving profit and development.8. Business models and factors of enterprises' competitiveness growth. 9. Planning. 10. Organizing. 11. Motivating. 12. Controlling. 13. Calculation of break-even point - excercises. 14. Sources of financing enterprises from the SME sector in Poland. 15. Institutions supporting enterprises in Poland.</td></tr>
<tr><td>Prerequisites and co-requisites</td><td></td></tr>
<tr><td>Assessment methods and criteria</td><td>
<table>
<tr><th>Subject passing criteria</th><th>Passing threshold</th><th>Percentage of the final grade</th></tr>
<tr><td>excercises</td><td>60.0%</td><td>40.0%</td></tr>
<tr><td>written test</td><td>60.0%</td><td>60.0%</td></tr>
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<tr><td>Recommended reading</td><td>
<table>
<tr><td>Basic literature</td><td>Lichtarski J.(red)., Podstawy nauki o przedsiębiorstwie, Akademia Ekonomiczna we Wrocławiu, Wrocław 2005.

Noga A., Teorie przedsiębiorstw, PWE, Warszawa 2009.

Gołembiowski T., Dudzik T.M., Lewandowska, M., Witek-Hajduk M., Modele biznesu polskich przedsiębiorstw, SGH 2008.</td></tr>
<tr><td>Supplementary literature</td><td>R. Griffin, Podstawy zarządzania organizacjami, PWN Warszawa 2001.</td></tr>
<tr><td>eResources addresses</td><td>Adresy na platformie eNauczanie:</td></tr>
</table>
</td></tr>
<tr><td>Example issues/ example questions/ tasks being completed</td><td>1.Explain the demand law and the supply law.

2. Discuss the method of analyzing the company's environment using the SWOT method and Porter's five forces method.

3. How to calculate and what about informs the company's break-even point?</td></tr>
<tr><td>Work placement</td><td>Not applicable</td></tr>
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