



## COURSE DESCRIPTION CARD - SYLLABUS

Course name

Economic analysis [S1Elmob1>PO-EwT-AE2]

### Course

Field of study

Electromobility

Year/Semester

2/3

Area of study (specialization)

–

Profile of study

general academic

Level of study

first-cycle

Course offered in

Polish

Form of study

full-time

Requirements

elective

### Number of hours

Lecture

15

Laboratory classes

0

Other

0

Tutorials

0

Projects/seminars

0

### Number of credit points

1,00

### Coordinators

prof. dr hab. Agnieszka Merkisz-Guranowska  
agnieszka.merkisz-guranowska@put.poznan.pl

### Lecturers

### Prerequisites

Knowledge: Student has a basic knowledge of economic relations and the basics of entrepreneurship and knowledge of the programme content of the subject of Economics in Transport - Economic analysis I Skills: Student is able to associate and integrate the information, analyze the phenomena occurring in the environment, draw conclusions, formulate and justify opinions Social competences: Student is aware of the social and economic importance of financial management and raising funds for various types of projects

### Course objective

Understanding the basics of economic issues related to the specificity of the activity of enterprises in the transport sector

### Course-related learning outcomes

Knowledge:

Student has the basic knowledge necessary to understand social, ethical, economic, ecological, legal and other non-technical determinants of engineering activities

Student has basic knowledge of creating, managing, conducting and developing business activities related to the given qualification

#### Skills:

Student is able, when formulating and solving tasks related to electromobility, to notice their systemic and non-technical aspects, including environmental, economic and legal ones

Student is able to compare various technical solutions, evaluate them in terms of selected utility, economic, ecological, legal and ethical criteria

#### Social competences:

Student can think and act in an entrepreneurial manner in the field of electromobility

### Methods for verifying learning outcomes and assessment criteria

Learning outcomes presented above are verified as follows:

Learning outcomes presented above are verified as follows:

Discussion and active participations in lectures.

Written test with possible additional open questions or preparing a business plan for a selected transport project. Test pass threshold: 50% of the total number of points.

### Programme content

Methods of company analysis, environment (market) analysis and strategic position of the company analysis.

Assessment of investment projects.

### Course topics

1. Strategic analysis of the company - methods of company analysis, environment (market) analysis and strategic position of the company analysis.
2. Assessment of investment projects. Rules for assessing a typical investment project, investment profitability assessment tools (payback period, present value, net present value, internal rate of return).
3. Total cost of ownership calculation.
4. Preparation of investment projects.
5. Development of a business plan (goals, market analysis, financial analysis of the project).

### Teaching methods

Lecture with multimedia presentation

### Bibliography

Basic

Rogowski W., Rachunek efektywności inwestycji, Wydawca Nieoczywiste, 2019

Zaleska M., Ocena ekonomiczno-finansowa przedsiębiorstwa przez analityka bankowego, Wydawnictwo SGH, Warszawa 2005

Gierszewska G., Romanowska M.: Analiza strategiczna przedsiębiorstwa, PWE, Warszawa 2009

Additional

Dyduch A., Sierpińska M., Wilimowska Z., Finanse i rachunkowość, PWE Warszawa 2013

Nowak E., Analiza sprawozdań finansowych, PWE, Warszawa 2016

Romanowska M.: Planowanie strategiczne w przedsiębiorstwie, PWE, Warszawa 2009

Porter M.E.: Strategia konkurencji. Metody analizy sektorów i konkurentów, PWE, Warszawa 1996

Praca zb. pod red. H. Mruka, Analiza rynku, PWE, Warszawa 2003

### Breakdown of average student's workload

	Hours	ECTS
Total workload	28	1,00
Classes requiring direct contact with the teacher	15	0,50
Student's own work (literature studies, preparation for laboratory classes/ tutorials, preparation for tests/exam, project preparation)	13	0,50