



COURSE DESCRIPTION CARD - SYLLABUS

Course name

Economics of Businesses [S2EiT1>EkonPrze]

Course

Field of study

Electronics and Telecommunications

Year/Semester

1/2

Area of study (specialization)

Multimedia and Consumer Electronics

Profile of study

general academic

Level of study

second-cycle

Course offered in

Polish

Form of study

full-time

Requirements

elective

Number of hours

Lecture

30

Laboratory classes

0

Other

0

Tutorials

0

Projects/seminars

0

Number of credit points

3,00

Coordinators

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Lecturers

Prerequisites

none

Course objective

none

Course-related learning outcomes

none

Methods for verifying learning outcomes and assessment criteria

Learning outcomes presented above are verified as follows:

none

Programme content

The programme covers the topics of business economics, including their functioning in the regional and

global environment, financial management, sources of business financing, the role of economic analysis, the importance of human resources and corporate social responsibility.

Course topics

1. The introduction to management and business economics.
2. The enterprise as a basic economic entity (essence, characteristics, purpose, functions, operating principles).
3. The management of human capital.
- 4 The regional and global environment of the enterprise.
- 5 The market mechanism and its impact on the decisions and actions of the enterprise.
- 6 Determinants of the enterprise's competitive position.
- Marketing activities of the enterprise. 8.
- 8 The basics of the enterprise's financial management.
- 9 The role of accounting and financial statements in enterprise management.
10. The use of economic analysis tools to assess the performance of the enterprise.
11. The possibilities of financing the enterprise's activities (including environmental projects).
- 12 The restructure of enterprises.
13. The business plan as a tool for planning and control in an enterprise, the structure and principles of its creation.
14. The social responsibility and ethics as a value in an enterprise.
15. The internationalisation of enterprises.

Teaching methods

none

Bibliography

Podstawowa

elichowska M., *Ekonomika przedsiębiorstwa*, Wydawnictwo Politechniki Łąskiej, Gliwice 2013

Podstawy zarządzania finansami przedsiębiorstw: instrumenty, metody, przykłady, zadania, red. P. Bartkiewicz, M. Szczepański, Wydawnictwo PP 2016.

Uzupełniająca

Rembiasz M., *Rola strategii w zarządzaniu małymi i średnimi przedsiębiorstwami*, [w:] S. Trzcieliński, *Wybrane problemy zarządzania. Teraźniejszość i przyszłość*, Wydawnictwo Politechniki Poznańskiej, Poznań 2013

Ekonomika przedsiębiorstw, Engelhardt J (red), CeDeWu, Warszawa 2017

Łuczka T., Przepióra P., *Zarządzanie małym i średnim przedsiębiorstwem*. Wydawnictwo Politechniki Poznańskiej, Poznań 2011.

Lachiewicz S., Matejun M., *Zarządzanie rozwojem małych i średnich przedsiębiorstw*, Wydawnictwo Wolters Kluwer Polska, Warszawa, 2011.

Breakdown of average student's workload

	Hours	ECTS
Total workload	75	3,00
Classes requiring direct contact with the teacher	40	2,00
Student's own work (literature studies, preparation for laboratory classes/ tutorials, preparation for tests/exam, project preparation)	35	1,00