



COURSE DESCRIPTION CARD - SYLLABUS

Course name

Basics of Business Economics [N11BIJ1>PEP]

Course

Field of study

Safety and Quality Engineering

Year/Semester

1/1

Area of study (specialization)

–

Profile of study

general academic

Level of study

first-cycle

Course offered in

Polish

Form of study

part-time

Requirements

compulsory

Number of hours

Lecture

9

Laboratory classes

0

Other

0

Tutorials

18

Projects/seminars

0

Number of credit points

4,00

Coordinators

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Lecturers

Prerequisites

A student starting this subject should have basic knowledge of mathematics and entrepreneurship. He should also use the basic terms acquired in the course of learning entrepreneurship as well as be able to evaluate media information. In addition, the student should also have the ability to work in a team.

Course objective

Familiarizing students with the basic concepts of the theory of business economics. Explaining the principles of operation of enterprises in the conditions of the market mechanism. To acquaint students with the basic tools of economic analysis. Acquisition by students of the ability to make independent decisions from the producer's point of view. Transfer of knowledge about the main macroeconomic policies of the state.

Course-related learning outcomes

Knowledge:

1. Explains basic concepts and theories of business economics, including the market mechanism, types of markets, and the impact of the environment on the efficiency of business management [K1_W08].
2. Characterizes methods of managing fixed and current assets and capitals in a company, understanding their significance for financial stability and organizational development [K1_W08].
3. Describes investment processes in a company and macroeconomic conditions of business operations, including economic climate, economic growth, inflation, and the financial market [K1_W08].
4. Analyzes the impact of globalization on business activities, identifying both opportunities and challenges arising from the opening of international markets [K1_W13].

Skills:

1. Analyzes the elasticity of demand and supply, the application of theory in economic practice, and conducts an analysis of productivity and costs in a company, using appropriate analytical methods [K1_U04].
2. Applies acquired knowledge to assess business behaviors in the market, analyzing their strategies in the context of achieving organizational equilibrium and efficiency of the market economy [K1_U03].
3. Conducts a critical analysis of problems of developmental disparities in the contemporary global economy, understanding the role of money and the impact of the state budget, deficit, and public debt on the economy [K1_U01].

Social competences:

1. Develops awareness of the significance of non-technical aspects of engineering activity, including the impact of economic decisions on the environment and society, promoting a responsible approach to business management [K1_K03].
2. Shapes an attitude of openness to continuous improvement and adaptation to changing macroeconomic conditions and global trends in economics, acquiring skills necessary for effective response to market challenges [K1_K03].

Methods for verifying learning outcomes and assessment criteria

Learning outcomes presented above are verified as follows:

Lecture: The knowledge acquired during the lecture is verified by two summary tests. Each test consists of 10-20 questions (closed and open), with different scores. Passing threshold: 50% of points.

Tutorials: The knowledge acquired during the tutorials is verified by a final test consisting of 10-20 questions (closed and open), with different scores, and on the basis of tasks completed by the student himself or on the basis of the student's formulation of his own opinions during classes. Passing threshold: 50% of points.

Programme content

The program covers basic concepts in the theory of business economics, principles of operation of enterprises in the conditions of the market mechanism, and basic tools of economic analysis.

Course topics

Lecture:

1. Introduction to the economy of the enterprise.
2. Market and market mechanism. Basic types of market.
3. Influence of the environment on the efficiency of management in an enterprise.
4. Management of fixed and current assets in the enterprise.
5. Capital management in the enterprise.
6. Investment processes in an enterprise.
7. Macroeconomic conditions of business activity (economic prosperity, economic growth and inflation, financial market)
8. Impact of globalisation process on an enterprise activity.

Exercises:

1. Elasticity of supply and demand in theory and in practice.
2. Enterprises (concept, types of enterprises, goals of activity).
3. Behavior of enterprises on the market.
4. Productivity analysis.
5. Cost analysis.

6. The balance of the organization in the market.
7. Market economy efficiency assessment. State budget, deficit and public debt.
8. The role of money.
9. The problem of development disproportions in the contemporary world. economy.

Teaching methods

Lecture: informative with elements of a problem lecture. The use of the mindmapping method. Weaving medody in case study and brainstorming.

Exercises: applying acquired knowledge in practice - calculating tasks. Seminar discussion.

Bibliography

Basic:

1. Makro- i mikroekonomia. Podstawowe problemy współczesności, red. nauk. S.Marciniak, Wydawnictwo Naukowe PWN, Warszawa 2013.
2. Szczepański M., System finaosowy i rynek finansowy, w: Gajowiak M., Makroświat. Podręcznik z zadaniami do makroekonomii, Wydawnictwo Politechniki Poznańskiej, Poznań 2013.
3. Rekowski M., Mikroekonomia, Wyd. Akademia, Poznań 2005
4. Czarny B., Podstawy ekonomii, Polskie Wydawnictwo Ekonomiczne, Warszawa 2011.

Additional:

1. Szczepański M., Zarządzanie ryzykiem w przedsiębiorstwie, w: Barkiewicz P. , szczepański M., Podstawy zarządzania finansami przedsiębiorstw, Wydawnictwo Politechniki Poznańskiej, Poznań 2016.
2. Klimczak B., Mikroekonomia, Wyd. Akademii Ekonomicznej we Wrocławiu, Wrocław 2006
3. Sloman J., Economics, FT Prentice Hall, London, 2003.
4. Rogall H., Ekonomia zrównoważonego rozwoju. Teoria i praktyka, Wyd. Zys i S-ka, Poznań 2010
5. Mankiw G.N., Taylor M.P., Makroekonomia, PWE, Warszawa 2009.

Breakdown of average student's workload

	Hours	ECTS
Total workload	100	4,00
Classes requiring direct contact with the teacher	27	1,00
Student's own work (literature studies, preparation for laboratory classes/ tutorials, preparation for tests/exam, project preparation)	73	3,00