POZNAN UNIVERSITY OF TECHNOLOGY

EUROPEAN CREDIT TRANSFER AND ACCUMULATION SYSTEM (ECTS)

COURSE DESCRIPTION CARD - SYLLABUS

Course name
Principles of market economy and organization [S1IBio1>ZGRiO]

Course

Field of study
Biomedical Engineering

Year/Semester
4/7

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
30

Laboratory classes
0

Other
0

Tutorials
0

Projects/seminars
0

Number of credit points

2,00

Coordinators

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Lecturers

Prerequisites

The student starting this subject should have a basic knowledge of entrepreneurship and use the basic terms acquired during their study. He should also be able to obtain information from specified sources and assess media information. In addition, he should be ready and able to cooperate in a group.

Course objective

Students learn theoretical and practical knowledge of the basic principles of market economy functioning, enterprise management and analysis of the economic processes taking place in them. The aim of the course is also to develop students" skills in solving problems arising in the management of enterprise resources.

Course-related learning outcomes

Knowledge:
The student has the general knowledge necessary to understand the economic determinants of engineering activities.
The student has basic knowledge regarding management and conducting business activities.
The student has knowledge of the principles of creating and developing forms of individual

entrepreneurship associated with the studied field of

Skills:
The student works individually and cooperates effectively in the team.
The student has the ability to self-study.

Social competences:
The student understands the need for further training and raising their professional and personal competence
The student is able to interact and work in a group, assuming different roles in it
The student is able to think and act in an entrepreneurial manner

Methods for verifying learning outcomes and assessment criteria

Learning outcomes presented above are verified as follows:

Learning outcomes presented above are verified as follows:
1.Written exam (on a satisfactory grade must get more than 50% correct answers)
2. Case studies and discussions based on scientific literature at lectures, which give lecture participants the opportunity to obtain additional points added to the points obtained from the written test in order to give the final grade of the lecture.
4. Discussions summarizing individual lectures, giving the opportunity to assess the student"s understanding of the issues.

Programme content

1.Basic economic concepts
2.The role of the business and the consumer in a market economy.
3.Basic market structures
4.Evaluation of the efficiency of the market economy.
6..The role of the state in a market economy.
7. Basic problems in a market economy
8. The theories of organisation and management.
9. The human capital management
10. The role of marketing in the organisation
11. The financial management

Course topics

1. Market, demand, supply.
2. The enterprise and its functions in the economy.
3. The economic decisions of the consumer, The consumer optimum. Consumption trends
4.GDP and other measures of the efficiency of the national economy
5, The role of money and monetary policy
6. The state budget
7. Inflation and unemployment
8. Internationalization and globalization of the economy and enterprises
9 The mission, vision and strategy of the company.
10. The management of human capital. Motivation as a function of management
11. the marketing function in an organisation
12 The marketingig mix
13 The basic instruments of enterprise financing
14 The methods of financial evaluation of a company

Teaching methods

1. Lecture: traditional lecture using multimedia presentations, problem lecture - discussion with students on solving a given problem, conversational lecture - drawing listeners into the discussion, controlling the course of the lecture depending on the answers given.
2. Case studies.
3. Business simulation elements can be used

Bibliography

Basic
Borowiec A., Brzęczek T., Mikroekonomia, Wyd. Politechnika Poznańska, Poznań 2011
Podstawy ekonomii red. R. Milewski, E. Kwiatkowski, PWN, Warszawa 2013
Łuczka T., Przepióra P., Zarządzanie małym i średnim przedsiębiorstwem. Wydawnictwo Politechniki Poznańskiej , Poznań 2011.
Podstawy zarządzania finansami przedsiębiorstw: instrumenty, metody, przykłady, zadania, red. P. Bartkiewicz, M. Szczepański, Wydawnictwo PP 2016.
Additional
M. Rekowski, Mikroekonomia, Wyd. Contact, Poznań 2015
P. A. Samuelson, W. D. Nordhaus, Ekonomia, Wyd. Dom Wydawniczy REBIS, Poznań 2012
Rembiasz M., Rola strategii w zarządzaniu małymi i średnimi przedsię-biorstwami, [w:] S. Trzcieliński, Wybrane problemy zarządzania. Teraźniejszość i przyszłość, Wydawnictwo Politechniki Poznańskiej, Poznań 2013
Ekonomika przedsiębiorstw, Engelhardt J (red), CeDeWu, Warszawa 2017
Lachiewicz S., Matejun M., Zarządzanie rozwojem małych i średnich przedsię-biorstw, Wydawnictwo Wolters Kluwer Polska, Warszawa, 2011.

Breakdown of average student's workload

	Hours	ECTS
Total workload	50	2,00
Classes requiring direct contact with the teacher	30	1,00
Student's own work (literature studies, preparation for laboratory classes/ tutorials, preparation for tests/exam, project preparation)	20	1,00