



COURSE DESCRIPTION CARD - SYLLABUS

Course name

Principles of market economy and organization [S1Mech2>ZGRiO]

Course

Field of study
Mechatronics

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 in this course learn the theoretical and practical knowledge of the basic principles of the market economy and the management of organisations. The aim of the course is to understand how consumers, businesses, governments and international organisations make decisions regarding the allocation of scarce resources to meet their needs. Students gain an understanding of basic economic principles and market mechanisms (understanding concepts such as demand, supply, market equilibrium, inflation, unemployment, GDP), the role of the state in the economy and prevailing economic problems (economic crises, social inequalities, globalisation or climate change). The subject also aims to understand the process of management, which is essential to ensure a high level of organisational performance.

Course-related learning outcomes

Knowledge:

The student has knowledge of basic economic concepts and principles and conditions of development of contemporary market economy and enterprises.

The student has knowledge of the basic factors influencing the decisions of consumers and producers and public administration representatives in a market economy.

The student has knowledge of the basic principles of organisational management

Skills:

The student is able to make a general interpretation of economic data and understand processes taking place in the market economy.

The student is able to make a general analysis of the processes taking place in an organisation and to take rational decisions concerning management.

Social competences:

The student understands the need for further education and improvement of his/her professional and personal competences.

The student is able to cooperate and work in a group, taking various roles in it.

The student is able to think and act in an entrepreneurial way.

Methods for verifying learning outcomes and assessment criteria

Learning outcomes presented above are verified as follows:

1. Written test to pass the lectures (more than 50% of the correct answers must be obtained for a satisfactory grade).
2. Case studies and discussions based on scientific literature
3. Problem exercises performed in class and as part of their own work outside the class, which provide an opportunity for the lecture participants to gain credit as an alternative to the written assessment for the final grade in the lecture.

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. Basic theories and functions of organisational management
10. Basic organisational structures
10. Mission, vision and strategy of an enterprise
11. Human capital management in an enterprise
12. Management styles and their basic models
13. Motivation as a function of management
14. Functions of marketing in an organisation. Marketing mix
15. Financial management in an organisation. Sources of business financing

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.

Bibliography

Basic:

1. Milewski R., Kwiatkowski E., (red.) Podstawy ekonomii, PWN, Warszawa 2023
2. Borowiec A., Brzęczek T., Mikroekonomia, Wyd. Politechnika Poznańska, Poznań 2011
3. Cyfert, S. (red.). (2024). Podstawy zarządzania. Wydawnictwo Uniwersytetu Ekonomicznego w Poznaniu.

Additional:

1. Rekowski M., Mikroekonomia, Wyd. Contact, Poznań 2015
2. Samuelson P. A., Nordhaus W. D., Ekonomia, Wyd. Dom Wydawniczy REBIS, Poznań 2012
3. Engelhardt J., (red.) Ekonomika przedsiębiorstw, Wydawnictwo CeDeWu, Warszawa 2017
4. Rembiasz M., Rola strategii w zarządzaniu małymi i średnimi przedsiębiorstwami, [w:] Trzciliński S., Wybrane problemy zarządzania. Teraźniejszość i przyszłość, Wydawnictwo Politechniki Poznańskiej, Poznań 2013

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 |