



MODULE DESCRIPTION

Module code	full-time studies:	Z-ZIP1-E-633a
	part-time studies:	Z-ZIPN1-E-633a
Module name	The Firm in the Competitive Market	
Module name in Polish	Przedsiębiorstwo na konkurencyjnym rynku	
Valid from academic year	2019/2020	

MODULE PLACEMENT IN THE SYLLABUS

Field of study	MANAGEMENT AND PRODUCTION ENGINEERING
Level of education	1st degree
Studies profile	General
Form and method of conducting classes	Full-time and Part-time
Specialisation	Production and Innovation Management
Unit conducting the module	Department of Economics and Finance
Module co-ordinator	Jan Bednarczyk, PhD, DSc
Approved by:	Dariusz Bojczuk, PhD, DSc

MODULE OVERVIEW

Type of subject / group of subjects	Specialist subject
Module status	Non-compulsory
Language of conducting classes	English
Module placement in the syllabus - semester	Semester VI
Initial requirements	Microeconomics
Examination (YES/NO)	NO
Number of ECTS credit points	1

Method of conducting classes		Lecture	Classes	Laboratory	Project	Other
Per semester	full-time studies:	15				
	part-time studies:	9				

TEACHING RESULTS AND THE METHODS OF ASSESSING TEACHING RESULTS

Category	Symbol	Learning outcomes	Assignations to the directional learning outcomes
Knowledge	W01	An advanced knowledge covering economic phenomena and economic processes in macro and micro aspects with taking account of the role and activities of a company in the competitive market.	ZIP1_W10
	W02	A knowledge regarding the costs management in the company.	ZIP1_W09
Skills	U01	Ability to collect information from literature, databases, and other sources; to connect the obtained information, to analyse and interpret data, draw conclusions, formulate and justify opinion.	ZIP1_U01
	U02	Ability to prepare paper/project on a given topic in English.	ZIP1_U05
	U03	Ability to use the English language sufficiently for communication and reading comprehension of basic text associated with the functioning of a company in a competitive market.	ZIP1_U01 ZIP1_U05
Social competences	K01	Understanding the need for and awareness of the possibilities of continuing educational advancement (second-cycle and third-cycle studies, postgraduate courses), which leads to an improvement of professional, personal and social competences.	ZIP1_K01
	K02	Awareness of the importance of professional activity, compliance with the rules of professional ethics and respect for the diversity of views and cultures.	ZIP1_K03 ZIP1_K06

TEACHING CONTENTS

Method of conducting classes	Teaching contents
Lecture	<p>Relationships between companies and their financial management, and other links of the financial system.</p> <p>Financial statements (accounts) of companies and the information contained in them. Balance sheet. Profit and loss account. Cash flow statement.</p> <p>Analysis of a company's financial position/standing. Analysis of financial statements. Preliminary balance sheet analysis. Preliminary analysis of profit and loss account. Ratio analysis.</p> <p>Risk in business activity. Investment project risk. Risk management in a company. Sources of financing a company's activities. Internal sources of finance. External sources of capital.</p> <p>The structure of assets and capital in a company.</p> <p>Strategies of working capital management.</p> <p>Cost structure in a company</p> <p>Pricing policy and its significance in a company. Price elasticity of demand (PED). Price elasticity of supply. Impact of state policy on prices and supply of goods</p> <p>Business bankruptcy.</p>

METHODS OF ASSESSING TEACHING RESULTS

Symbol	Methods of checking the learning outcomes (select X)					
	Oral exam	Written exam	Test	Project	Statement	Other
W01				X		X
W02				X		X
U01				X		X
U02				X		X
U03				X		X
K01				X		X
K02				X		X

FORM AND CONDITIONS OF PASSING

Form of classes	Form of credit	Passing conditions
Lecture	Credit with grade	Participation in classes, preparation and passing a written project on a given topic.

STUDENT WORKLOAD

Balance of ECTS points												
No.	Type of student's activity	Student's workload										Unit
		full-time					part-time					
		Lc	C	Lb	P	O	Lc	C	Lb	P	O	
1.	Participation in the activities	15					9					h
2.	Other (consultation, exam)	2					2					h
3.	Number of hours of a student's as-sisted work	17					11					h
4.	Number of ECTS credit points which are allocated for assisted work	0,7					0,4					ECTS
5.	Number of hours of a student's un-assisted work	8					14					h
6.	Number of ECTS credit points which a student receives for unassisted work	0,3					0,6					ECTS
7.	Work input connected with practical classes	0					0					h
8.	Number of ECTS credit points which a student receives for practical classes	0,0					0,0					ECTS
9.	Total number of hours of a student's work	25					25					h
10.	Punkty ECTS za modul <i>1 ECTS=25 hours</i>	1										ECTS

LITERATURE

1. Collins K. (2012), *An Introduction to Business*, <http://2012books.lardbucket.org/pdfs/an-introduction-to-business-v1.0.pdf>.
2. Cooper R., John A.A. (2012), *Theory and Applications of Microeconomics*, <http://2012books.lardbucket.org/pdfs/theory-and-applications-of-microeconomics.pdf>.
3. Mankiw N.G. (2012), *Principles of Microeconomics*, Sixth Edition. South-Western CENGAGE Learning.