

26. Enterprise in the economy

Subject code		Subject name	Enterprise in the economy	
Field of study			Economics - first degree studies	
Type of subject or module			D. Speciality subjects	
Profile of education (studies)		practical		
Semester		5		
Coordinator of the subject				
Class facilitators				
Language of the classes		English		
Hourly dimension of classes and student work			Full-time studies	Part-time study
1. Lectures (joint participation of academic teachers and students)			30	9
2. Other forms (joint participation of academic teachers and students)			30	27
Together 1+2			60	36
3. Internships (conducted independently by students)			—	—
4. Student's own work (including homework and design work, preparation for the credit/examination)			40	64
Together 3+4			40	64
SUM 1+2+3+4			100	100
Total ECTS credits according to study plan			4	4
Preliminary and additional requirements				
Courses taught in previous semesters of studies				
Description of learning outcomes for the subject				
	DESCRIPTION OF THE LEARNING OUTCOME IN QUESTION			SYMBOL EKK (reference to directional learning outcomes)

	has the knowledge - knows and understands:	Directional effect code
	the advanced behaviour of man and company in the market	EK.I_W03
	to an advanced degree, mechanisms of change in economic and social processes, their impact on participants in economic and social life	EK.I_W07
	advanced rules for the functioning of the market economy and its economic operators	EK.I_W08
	advanced selected processes of planning, organization and running a business	EK.I_W11
	has the following skills - is capable, can:	
	select sources and information from them, carry out their critical analysis and synthesis and select and apply market, strategic, economic and financial analysis methods and tools appropriate to the economic problem	EK.I_U04 EK.I_U12 EK.I_U14
	has the following social competences - is aware and ready to:	
	critical assessment of the knowledge and content of economic issues, recognition of the importance of knowledge in solving cognitive and practical problems in the implementation of socio-economic projects.	EK.I_K01
	cooperation in the implementation of socio-economic projects and co-organizing activities for the social, professional and local environment	EK.I_K03
	thinking and acting in a committed and entrepreneurial way	EK.I_K07

Learning objectives

To acquaint students with the possibilities of using marketing in service activities and building appropriate strategies in a changing market environment.

Educational content

Lectures:

- Essence of entrepreneurial strategies - their content and place in the overall strategy structure of a service provider, main criteria for division
- Main strategic schools: planning school, evolutionary school, positional school, resource school
- Basic assumptions for building entrepreneurial strategies on the service market
- Strategic diagnosis of the service organisation environment - strategic options for companies depending on the conditions in the sector
- Analysis of strategic resources of a service organisation
- Selection of missions, target markets and overall strategic objectives
- Offensive strategies (cost leadership, product differentiation) - for example
- Defensive strategies (survival, assurance, bureaucratic)
- Marketing strategies in services

- Service innovation strategies

Other forms of activities:

- The essence of marketing strategies - their content and place in the overall strategy structure of a service provider, main criteria for distribution
- Determinants of service development in the economy and their consequences - new types of services, their specificity
- Interactive, personal and partner marketing as a prerequisite for an effective marketing strategy in services
- Service market segmentation (criteria, segmentation process) - decisions concerning selection of the target market
- Informational basis for the formulation of marketing strategies in services
- Shaping the marketing-mix strategy in the service market - general assumptions in terms of attitude towards competitors
- (defence, active, adaptive, global and selective strategies)
- Building the structure of the service product, taking into account elements of building the competitive position of the service organisation
- Shaping the pricing strategy in the service market - ways of price differentiation, types of pricing policy in services
- Shaping distribution strategy in the service market - strategies towards suppliers and intermediaries
- Shaping the marketing communication strategy - assumptions of the promotional programme, selection of promotion- mix,
- Strategies for creating value for the buyer through services - comparative analysis of commercial and non-profit services
- Building an entrepreneurial strategy for a selected service organisation - creation and presentation

Recommended literature

Basic:

- Wrzosek W. Strategie marketingowe, Polskie Wydawnictwo Ekonomiczne 2012
- Czubała A. Jonas A., Smoleń T., Wiktor J., Marketing usług, Wyd. Wolters Kluwer, 2012
- Gilmore A. Usług. Marketing i zarządzanie PWE 2006
- Pierścionek Z, Strategie konkurencji i rozwoju przedsiębiorstwa, PWN, 2007
- Porter M. E., Strategia konkurencji. Metody analizy sektorów i konkurentów, MT Biznes,

2010 <ul style="list-style-type: none"> – Obłój K., Strategia organizacji, PWE, 2007. – R. C. Smith, I. Walter, Governinig the modern corporation: Capital Markets, Corporate Control, and Economic Performance, Oxford University Press, 2006. – M. Obstfeld, A. M. Taylor, Global Capital Markets, Cambridge University Press, 2004. 	
Supplementary: <ul style="list-style-type: none"> – Kotler Ph. i inni, Marketing 3.0, MT Biznes 2010 – Czubała A. Jonas A., Smoleń T., Wiktor J., Marketing usług, Wyd. Wolters Kluwer, 2012 – Rogoziński K., Nicholls R.F. Marketing usług na przykładach, Wydawnictwo Akademii Ekonomicznej w Poznaniu 2001. 	
Methods and forms of conducting classes	Yes (X) / no
Lecture with multimedia presentation of selected issues	
Conversion lecture	
Problematic lecture	X
Informational lecture	X
Discussion	X
Working with the text	
Case study method	X
Problem-based learning	X
Teaching/simulation game	X
Exercise method	
Workshop method	X
Design method	
Multimedia presentation	
Audio and/or video demonstrations	
Activation methods (e.g. "brainstorming", SWOT analysis, decision tree technique, "snowball" method, "thought maps" construction)	
Group work	X
Individual work with a student (including tutoring)	
Hospitality of classes conducted by teachers or other students	
Independent running of classes with children (pupils, alumni)	
Others (what?) -	
Methods and forms of verification of learning outcomes	Yes (X) / no

Written examination	
Oral examination	
Written credit at the end of classes	
Oral credit at the end of classes	X
Written intersemesterly colloquium	
Intermediate oral colloquium	
Test	X
Essay	
Report	
Multimedia presentation	
Participation in the debate	
Product design or manufacture	
Laboratory activity reports	
Others (what?) -	
Remarks by the facilitator	
Scale of marks and way of establishing marks	
The scale of the ratings: insufficient (2) sufficient (3) sufficient plus (3.5) good (4) good plus (4.5) very good (5)	The evaluation is based on the following scale: Less than 55.00 % - grade 2 55.00 % or more - rating 3 60.00 % or more - rating 3.5 70.00 % or more - rating 4 80.00 % or more - rating 4.5 90.00 % or more - rating 5