**FACULTY: *Economic and*** ***Social*** ***Sciences***

**FIELD OF STUDY: *Economics***

**LEVEL OF EDUCATION: *first-cycle studies***

***FORM OF EDUCATION: full-time***

**PROFILE: *practical***

**SUBJECT CARD**

***(Sylabus)***

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| Subject Name**: Business Economics** | | | | | | | | | | | | | | **ECTS credits: 1.5** | | | | | | |
| Lecturer: according to the list of lecturers | | | | | | | | | | | | | | | | | | | | |
| Year: 1 | | Lectures | | | Seminars | | | | Laboratory exercises | | | Exercise | | | | BUNA\* | | Form of credit\* | | |
| Semester: 2 | | **45** | | | **0** | | | | **0** | | | **0** | | | | **0** | | ZO | | |
| \* E – exam; Z – credit; ZO – passing with a grade, BUNA – without the participation of an academic teacher | | | | | | | | | | | | | | | | | | | | |
| **Purpose of the subject**: *The aim is to present and discuss contemporary concepts of the enterprise, which assume the separation of ownership from management. Students will get acquainted with the issue related to the impact of the state on the forms of organization and operation of business.* | | | | | | | | | | | | | | | | | | | | |
| **Didactic methods:** *assimilation* *of knowledge through problem discussions and solving case study* tasks  *during classes along with their discussion.* | | | | | | | | | | | | | | | | | | | | |
| **Prerequisites:** *Basic knowledge of microeconomics and macroeconomics, reading the business press.* | | | | | | | | | | | | | | | | | | | | |
| **No** | **Subject matter of the classes** | | | | | | | | | | | | | | | | | | | |
| **I** | **LECTURES:**   1. The enterprise as an economic entity. The creation of the company in the concepts of A. Smith and R. Coase. The size and structure of the enterprise. Vertical, horizontal and oblique integration. 2. Entrepreneur. Classic shot. Concepts of Schumoptera, Kirzner, Casson. Entrepreneur and enterprise. 3. Managerial enterprise. Concepts of Baumol, Marris, Williamson, Leibenstein. 4. The enterprise and property rights. 5. Control and incentives for managers. The labor market of managers. The market of the company's products. Capital market. 6. The concept and structure of capital. Capital structure. The role of banks and the capital market in the USA, Great Britain, Japan and Germany. 7. Business organization and the state: nationalization and privatization. Regulation of natural monopolies. | | | | | | | | | | | | | | | | | | | |
| **II** | **SEMINARS: not** **applicable** | | | | | | | | | | | | | | | | | | | |
| **III** | **LABORATORY EXERCISES:** **not** **applicable** | | | | | | | | | | | | | | | | | | | |
| **IV** | **EXERCISES: not applicable** | | | | | | | | | | | | | | | | | | | |
| **In** | **BUNA: not applicable** | | | | | | | | | | | | | | | | | | | |
| **Learning outcomes** | | | | | | | | | | | | | | | | | | | | |
| **Directional effects – symbol and specification** | | | | | | | | | | **Objective effects – specification** | | | | | | | | | | |
| **in the field of KNOWLEDGE:**   1. **E1\_W01** Ma comprehensive knowledge of the place of economics in the system of sciences, its nature, methodology and connections with other scientific disciplines, knows and understands the basic terminology of economic sciences. 2. **E1\_W02** Knows and understands the economic conditions and forms as well as the standards, phenomena and processes related to the market. He has a basic knowledge of economic processes, phenomena, entities, structures and institutions and about their elements and characteristics. 3. **E1\_W03** Ma basic knowledge of the relations between phenomena, entities, structures and economic institutions on a micro-, macroeconomic and sectoral scale, both in real and monetary terms, including in the field of selected specialization in the field of economics. He knows how to apply knowledge in practice. 4. **E1\_W04** Knows basic research approaches and typical methods and tools, including statistical mathematical and IT ones, used to describe/analyze selected entities, relations between them or phenomena on a microeconomic scale knows the methods created by the discipline of science economics to study the types of bonds and economic and social relations and the regularities governing them, including in the field of selected specialization in the field of economics. 5. **E1\_W05** Ma basic knowledge of man as an entity creating economic structures, knows the rules of human behavior in terms of satisfying needs, has elementary knowledge of the principles and motives of human action in the process of creating and implementing tasks and organizational changes of these structures. 6. **E1\_W06** Knows the advanced statistical apparatus and understands its usefulness in studying phenomena and processes on a microeconomic scale. He fully understands the issues of the model. 7. **E1\_W07** Explains and illustrates the importance of norms and rules (legal, technical-organizational, moral, ethical) organizing the structures and institutions of economics. Knows and understands selected facts, the study of phenomena and processes on a microeconomic scale. | | | | | | | | | | The student knows and understands the basic concept of an enterprise as a business entity.  He has knowledge of the size and structure of the enterprise.    He knows the concept of an entrepreneur and various concepts, also in classical terms.  Discusses the property rights associated with the enterprise.  It characterizes the market of the company's products and the capital market.  He knows the concept and structure of capital and the role of banks and the capital market in international terms. | | | | | | | | | | |
| **in terms of SKILLS:**   1. **E1\_U03** Potrafi properly analyze and document the symptoms, causes and course of specific processes and economic and social phenomena. 2. **E1\_U06** has the ability to formulate practical conclusions that are useful. He is able to work in a team solving specific economic and management problems, performing various roles. | | | | | | | | | | Interprets the mechanisms of the functioning of the enterprise. It analyzes and interprets the basic contributory and effect phenomena in these entities and uses standard tools of quantitative and qualitative analysis to forecast economic events.  He has the ability to think rationally and infer and analyze economic phenomena, he can prepare oral presentations in the field of business economics. | | | | | | | | | | |
| **in the field of SOCIAL COMPETENCES:**   1. E1\_K01 Rozuma, I will learn and adapt to and adapt to changes in the professional environment on a microeconomic and macroeconomic scale**.** 2. **E1\_K03** is able to properly define priorities to achieve the goal set by him or others, plan and organize tasks related to its implementation, and assumes responsibility for the results of his work and the team. 3. **E1\_K04** Is prepared to work and cooperate in a group and perform various roles in a team. 4. **E1\_K05** Is aware of the importance of motivating themselves and others to achieve their professional goals. 5. **E1\_K07** is able to think and act in an entrepreneurial way and skilfully communicate with the environment, using interpersonal contacts and modern multimedia means; adapts to new situations and conditions, takes on new challenges of creative thinking, acquires resistance to failures, assesses the risks associated with running a business. | | | | | | | | | | Can use knowledge in the field of business economics.  He creates behaviors adapted to various phases of the economic situation, demonstrates the ability to formulate judgments in important social and philosophical matters, in which issues related to the functioning of enterprises are the basis.  He is ready to cooperate in a team in the field of activities carried out in individual enterprises. .  It is characterized by initiative and independence in professional activities. | | | | | | | | | | |
| **Ways to verify learning** **outcomes (*KNOWLEDGE, SKILLS, SOCIAL COMPETENCES*)** | | | | | | | | | | | | | | | | | | | | | |
| **Effects(symbol)** | | | | Written exam | Oral exam | | Colloquium | Essay/Paper | Homework | | | Individual presentation | | Group presentation | | Activity in class | | Participation in the discussion | | Individual project | Group project |
| E1\_W 01...W07, | | | |  |  | | **X** |  |  | | |  | | **X** | | **X** | | **X** | |  |  |
| E1\_U03,  E1\_U06 | | | |  |  | | **X** |  |  | | |  | | **X** | | **X** | | **X** | |  |  |
| E1\_K01,  E1\_K03... K05,  E1\_K07 | | | |  |  | | **X** |  |  | | |  | | **X** | | **X** | | **X** | |  |  |
| **Form and conditions of passing the subject:** Implementation of the project (independently / group) with discussion; passing based on issues of a closed and open interpretative nature and a practical test. | | | | | | | | | | | | | | | | | | | | | |
| **Basic literature:** *(up to 3 items)*   1. Christopher R. Thomas, S. Charles Maurice, Managerial Economics: Foundations of Business Analysis and Strategy, McGraw-Hill Education, 2019 2. John Sloman, Mark Sutcliffe, The Economics of Business, Financial Times Prentice Hall, 2011, 3. Neil Harris, Business Economics: Theory and Application, Butterworth-Heinemann, 2000 | | | | | | | | | | | | | | | | | | | | |