

# METHODS FOR RESEARCHING OF SURROUNDING THE ENTERPRISE - course description

General information	
Course name	METHODS FOR RESEARCHING OF SURROUNDING THE ENTERPRISE
Course ID	04.0-WZ-P-MRSE-S18
Faculty	<a href="#">Faculty of Economics and Management</a>
Field of study	WEiZ - oferta ERASMUS
Education profile	-
Level of studies	Erasmus programme
Beginning semester	winter term 2023/2024

Course information	
Semester	2
ECTS credits to win	5
Course type	obligatory
Teaching language	english
Author of syllabus	<ul style="list-style-type: none"><li>dr inż. Anna Łobos</li></ul>

Classes forms					
The class form	Hours per semester (full-time)	Hours per week (full-time)	Hours per semester (part-time)	Hours per week (part-time)	Form of assignment
Class	30	2	-	-	Credit with grade

## Aim of the course

A purpose of the subject is examining phenomena, processes and conditioning coming from different dimensions of surrounding of enterprises influencing on functioning of a firm and economies. Students know methods being used to examine occurrences happening in surroundings of enterprises.

## Prerequisites

No

## Scope

Classes: methods for analogies, market tests, the Delphic method, PEST and EPISTLE analysis, BCG, ADL, Mc Kinsey's Method, SWOT, Benchmarking, scenario analysis, extrapolation of the trend.

Lectures: students know the purpose of examining the macroenvironment of the enterprise. Moreover they find phenomena, processes and coming conditioning being received from different dimensions of surroundings for functioning of enterprises and economies. Students know methods for examining occurrences happening in surroundings of enterprises.

## Teaching methods

Conventional lecture, solving problems, group work, classical problem method, discussion, brainstorming, exchange of ideas.

## Learning outcomes and methods of theirs verification

Outcome description	Outcome symbols	Methods of verification	The class form
The student is involved in a team work and can lead team discussions, the student participates in the brainstorming and the exchange of ideas.		<ul style="list-style-type: none"><li>an observation and evaluation of activities during the classes</li></ul>	<ul style="list-style-type: none"><li>Class</li></ul>
The student is able to put the forecast of the course of the given phenomenon.		<ul style="list-style-type: none"><li>an evaluation test</li></ul>	<ul style="list-style-type: none"><li>Class</li></ul>
The student identifies phenomena, processes and different components of the enterprise surrounding correctly and identifies factors coming from different kinds of surroundings influencing on this enterprise.		<ul style="list-style-type: none"><li>an ongoing monitoring during classes</li></ul>	<ul style="list-style-type: none"><li>Class</li></ul>
The student is able to select the diagnostic and prognostic method to examining the chosen phenomenon or the economic process, applies the correctly chosen method, is able to predict the future state or the course of the examined phenomenon or the process.		<ul style="list-style-type: none"><li>an observation and evaluation of the student's practical skills</li></ul>	<ul style="list-style-type: none"><li>Class</li></ul>
The student knows methods of researching a surrounding of the enterprise and recognizes the components of it. The student knows for what examining phenomena the methods can find application, the student knows advantages and disadvantages of these methods.		<ul style="list-style-type: none"><li>an observation and evaluation of the student's practical skills</li></ul>	<ul style="list-style-type: none"><li>Class</li></ul>
The student has an interdisciplinary knowledge and can define a surrounding of the enterprise and its components.		<ul style="list-style-type: none"><li>an ongoing monitoring during classes</li></ul>	<ul style="list-style-type: none"><li>Class</li></ul>

## Assignment conditions

Conditions of ranking for exercises: a positive mark in the test (min. 60%) Conditions of ranking for lectures: a positive mark in the writing exam (min. 60%) .

## Recommended reading

1. The teacher prepares suitable materials for students and gives them to the students a week before the lesson. Materials are prepared based on: Przedsiębiorstwo w otoczeniu międzynarodowym, redakcja naukowa Lesław Koćwin, Uniwersytet Zielonogórski, Zielona Góra 2006, Dittmann P. (2004), Prognozowanie w przedsiębiorstwie. Metody i ich zastosowania, Oficyna Ekonomiczna, Kraków 2004, Gierszewska G., Romanowska M., Analiza strategiczne przedsiębiorstwa, Warszawa 1995, Metody prognozowania. Zbiór zadań, red. B. Radzikowska, Wydawnictwo AE, Wrocław 2000.

## Further reading

## Notes

Lecturer: a.gondek@wez.uz.zgora.pl

Modified by dr Paweł Szudra (last modification: 30-05-2023 10:57)

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