



COURSE CARD

1. Basic information

Course name in English:	Market Behavior of Enterprises	
Course name in Polish:	Zachowania Rynkowe Przedsiębiorstw	
Number of hours:	30	
Type of course:	Elective course	
Form of course:	lecture	
Code of course:	NZQ100455W/W08NZJ-SD0151W	
Course leader:	prof. dr hab. inż. Zbigniew Malara	
Faculty of the course leader:	W8 Faculty of Management	
Email address of the course leader:	Zbigniew.malara@pwr.edu.pl	
Scientific discipline(s) assigned to the course (doctoral students representing the marked disciplines can participate in the course):	Architecture and urban planning	<input checked="" type="checkbox"/>
	Automation, electronic, and electrical engineering	<input checked="" type="checkbox"/>
	Information and communication technology	<input checked="" type="checkbox"/>
	Biomedical engineering	<input checked="" type="checkbox"/>
	Chemical engineering	<input checked="" type="checkbox"/>
	Civil engineering and transport	<input checked="" type="checkbox"/>
	Mechanical engineering	<input checked="" type="checkbox"/>
	Environmental engineering, mining, and energy	<input checked="" type="checkbox"/>
	Mathematics	<input checked="" type="checkbox"/>
	Chemical sciences	<input checked="" type="checkbox"/>
	Physical sciences	<input checked="" type="checkbox"/>
	Management and quality studies	<input checked="" type="checkbox"/>

2. Objectives

C1. Acquiring knowledge about the market conditions characteristic for the activity of an organization in the conditions of globalization, by getting to know business pattern of the past, identifying the challenges of the present and learning about the temporary regulations and paradigms of future enterprise management.

C2. Gaining knowledge in the area of key concepts of modern business, such as: competitiveness, creativity, entrepreneurship, innovation, and learning about the rules of creating enterprise value in a strategic dimension, related to its creation, storage and protection.

C3. Gaining knowledge about the mechanisms of building a competitive advantage based on key assets and skills, and shaping the company's value chain.



C4. Gaining knowledge about business models, methods of their improvement and the role, functions and tasks of the manager in the processes of business model development and management.

3. Content

Detailed information about the course content, including topics and form of classes.

No.	Topic	Number of hours	Form of classes
1	Business patterns of the past vs. the contemporary challenges	2	Lecture
2	New Competition Rules in the Light of Globalization	2	Lecture
3	Enterprise's value - conditions and creation.	2	Lecture
4	Principles of creating enterprise value - strategic approach	2	Lecture
5	Storage of enterprise value	2	Lecture
6	Protection of enterprise's value	2	Lecture
7	The company's competitive advantage and its determinants	2	Lecture
8	Assets, key competences and the value chain	2	Lecture
9	Business models - evolution and types	2	Lecture
10	Business models - methods of improvement	2	Lecture
11	Entrepreneurship, creativity, innovation and market behavior	2	Lecture
12	Selected methods of shaping innovative market behavior	2	Lecture
13	Contemporary manager - functions, roles and tasks	2	Lecture
14	3D manager - three-dimensional manager	2	Lecture
15	Final lecture - evaluation and credit	2	Lecture
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4. Prerequisites

List of prerequisites relating to knowledge, skills and other competences for course participants.

none

5. Learning outcomes

List of learning outcomes at level 8 of the Polish Qualifications Framework assigned to the course (mark the learning outcomes in the last column).

Symbol	Learning outcome	
	KNOWLEDGE. Doctoral student knows and understands:	



SzD_W3	the main trends in the development of the scientific or artistic disciplines covered in the curricula;	<input checked="" type="checkbox"/>
SzD_W4	research methodology;	<input checked="" type="checkbox"/>
SzD_W5	the rules for the dissemination of scientific results, including in open access mode;	<input type="checkbox"/>
SzD_W6	the fundamental dilemmas of modern civilization;	<input type="checkbox"/>
SzD_W7	the legal and ethical conditions of scientific activity;	<input type="checkbox"/>
SzD_W8	the economic and other relevant conditions of scientific activity;	<input type="checkbox"/>
SzD_W9	basic principles of knowledge transfer to the economic and social spheres and commercialisation of results of scientific activity and know-how related to these results.	<input type="checkbox"/>
<i>SKILLS. Doctoral student is able to:</i>		
SzD_U2	use knowledge from different fields of science or art to creatively identify, formulate and innovatively solve complex problems or perform research tasks, in particular: - define the purpose and subject of scientific research, formulate a research hypothesis, - develop research methods, techniques and tools, and use them creatively, - draw conclusions on the basis of scientific research; critically analyse and evaluate the results of scientific research, expertise and other creative work and their contribution to knowledge development; transfer the results of scientific activities to the economic and social spheres;	<input checked="" type="checkbox"/>
SzD_U3	communicate on specialised topics to the extent that they enable an active participation in the international scientific community;	<input checked="" type="checkbox"/>
SzD_U4	disseminate research results, including in popular forms;	<input checked="" type="checkbox"/>
SzD_U5	initiate debates and participate in a scientific discourse;	<input checked="" type="checkbox"/>
SzD_U6	be able to speak a foreign language at B2 level of the Common European Framework of Reference for Languages to a level that enables them to participate in the international scientific and professional environment;	<input checked="" type="checkbox"/>
SzD_U7	plan and implement an individual or collective research or creative activity, including in an international environment;	<input type="checkbox"/>
SzD_U8	independently plan and act for one's own development and inspire and organize the development of others;	<input checked="" type="checkbox"/>
SzD_U9	plan classes or groups of classes and implement them using modern methods and tools.	<input type="checkbox"/>
<i>SOCIAL COMPETENCES. Doctoral student is ready to:</i>		
SzD_K3	fulfilling the social obligations of researchers and creators, initiate public interest activities, thinking and acting in an entrepreneurial way;	<input checked="" type="checkbox"/>
SzD_K4	maintaining and developing the ethos of research and creative environments, including: - carrying out scientific activities in an independent manner, - respecting the principle of public ownership of research results, taking into account the principles of intellectual property protection.	<input checked="" type="checkbox"/>

6. Evaluation



Short description of the method(s) used to evaluate the learning outcomes assigned to the course, e.g., exam, test, report, presentation, etc.

Essays, presence, discussions, case studies

7. Teaching methods

Short description of the teaching methods used during the course, e.g., multimedia presentation, discussion, literature studies, developing written documents, own work, etc.

- N1. lecture (passive participation)
- N2. multimedia techniques (presentation)
- N3. discussion (panels, Internet)
- N4. own work (literature studies, essays)
- N5. Case studies

8. Literature

List of primary and secondary literature used to prepare the course and including additional knowledge for participants, e.g., books, textbooks, research papers, standards, web pages, etc.

PRIMARY LITERATURE:

- [1] Dudycz T., Zarządzanie wartością przedsiębiorstwa, Polskie Wydawnictwo Ekonomiczne, Warszawa 2005;
- [2] Lachiewicz S., M. Matejun (red.), Konkurencyjność jako determinanta rozwoju przedsiębiorstwa, Wydawnictwo Politechniki Łódzkiej, Łódź 2009;
- [3] Malara Z., Przedsiębiorstwo w globalnej gospodarce. Wyzwania współczesności, Wydawnictwo Naukowe PWN, Warszawa 2007;
- [4] Obłój K., Tworzywo skutecznych strategii, Polskie Wydawnictwo Ekonomiczne, Warszawa 2002;
- [5] Rummler G., A. Brache A., Podnoszenie efektywności organizacji, Polskie Wydawnictwo Ekonomiczne, Warszawa 2005.

SECONDARY LITERATURE:

- [1] Chan Kim W., Mauborgne R., Strategia błękitnego oceanu, Polskie Wydawnictwo Ekonomiczne, Warszawa 2002;
- [2] Miłkuła M., Pietruszka-Ortyl A., Potocki A., Zarządzanie przedsiębiorstwem XXI wieku. Wybrane koncepcje i metody, Wydawnictwo Difin, Warszawa 2002;
- [3] Obłój K., Strategia organizacji, Polskie Wydawnictwo Ekonomiczne, Warszawa 1998;



[4] Prahalad C., Krishnan M., Nowa era innowacji, Wydawnictwo Zarządzanie Profesjonalne PWN, Warszawa 2010;

[5] Martyniak Z., Wstęp do Inwentyki, Wydawnictwo Akademii Ekonomicznej w Krakowie, Kraków 1997.

9. Other remarks

Additional remarks, comments, (e.g., language of the course)