University of Gdańsk

Subject card

Subject name and code	The Organisation's Environment as a Macro and Micro Risk Factor, PG_00180449						
Field of study	Finance and Accounting, Informatics and Econometrics, Management						
Date of commencement of studies	October 2025			Academic year of realisation of subject		2025/2026	
Education level	Master’s studies			Subject group		Optional subject group	
Mode of study	part-time studies			Mode of delivery		at the university	
Year of study	1			Language of instruction		Polish Polish	
Semester of study	1			ECTS credits		2.0	
Learning profile	academic			Assessment form		credit	
Conducting unit							
Name and surname of lecturer (lecturers)	Subject supervisor		dr Mariusz Chmielewski				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	8.0	0.0	0.0	0.0	0.0	8
	E-learning hours included: 0.0						
Learning activity and number of study hours	Learning activity	Participation in didactic classes included in study plan		Participation in consultation hours	Self-study		SUM
	Number of study hours	8		1.0	41.0		50
Subject objectives	Demonstrating the impact of external and internal factors on the level of operational and strategic risk in enterprises. Students are introduced to fundamental tools for environmental analysis (e.g., PESTEL, Porters Five Forces) and learn how to use them to identify organizational risks. Particular emphasis is placed on distinguishing between microeconomic and macroeconomic risks and understanding their influence on business operations in a dynamic environment. The course develops analytical competencies essential for effective risk management in business practice.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[IiEMU2_W02] The student comprehends advanced theoretical and practical concepts in econometrics, informatics, or statistics, which are essential for a deeper understanding of economic and social phenomena.	The student acquires the ability to apply statistical and analytical tools to identify and assess risks arising from the volatility of an organization’s environment. They are able to identify economic and social data in the context of the impact of macro- and microeconomic factors on organizational stability and decision-making. The student develops competencies in using trend analysis, scenario planning, and risk indicators in the managerial decision-making process.	[SW4] test/exam - oral or written [SW2] presentation/project/paper/ report
	[ZARZMU2_U07] Students can create detailed written papers, including reviews, analyses, or research, along with presentations and oral discussions on management topics.	The student is able to independently prepare a written analysis of the impact of selected environmental factors on organizational risk, using tools such as PESTEL. They create presentations and oral reports focused on the identification and assessment of risks within specific sectors or organizations. The student can synthesize data and effectively argue the influence of the environment on managerial decisions under conditions of uncertainty. They develop communication and presentation skills in the context of strategic analysis and risk management.	[SU2] presentation/project/paper/ report [SU4] test/exam - oral or written
	[IiEMU2_U07] Students can prepare detailed written papers, presentations, and oral speeches on econometrics, informatics, or statistics issues.	The student is able to develop an in-depth analysis of organizational risk based on statistical data and macroeconomic indicators. They prepare review and analytical reports on the impact of selected environmental factors on organizational activity, using data analysis tools such as trend or scenario analysis. The student creates presentations and oral reports based on the results of quantitative analyses, interpreting data in the context of risk management. They develop competencies in integrating statistical knowledge with business practice and decision-making under conditions of uncertainty.	[SU2] presentation/project/paper/ report [SU4] test/exam - oral or written
	[FiRMU2_W02] The student possesses a comprehensive understanding of the complexities and functions of both domestic and international financial markets, as well as financial instruments and institutions.	The student learns about the relationships between the financial market and the risks associated with organizational functioning in a changing economic environment. They are able to identify threats arising from macroeconomic instability, interest rate fluctuations, inflation, and exchange rate volatility. The student analyzes the impact of financial institutions and instruments on an organization's ability to respond to external risks.	[SW4] test/exam - oral or written [SW2] presentation/project/paper/ report

	Course outcome	Subject outcome	Method of verification
	[ZARZMU2_W02] The student has an in-depth knowledge and understanding of various organizations, including their complexities, functional areas, internal processes, and their interactions with the environment.	The student demonstrates an in-depth understanding of the impact of micro- and macroeconomic environments on the functioning of organizations, as well as the ability to identify and classify the risks arising from these factors. The student is able to apply environmental analysis tools (such as PESTEL and Porter’s Five Forces) to assess potential strategic and operational threats. The student understands the environment as a dynamic source of uncertainty and is capable of incorporating it into the risk analysis process.	[SW4] test/exam - oral or written [SW2] presentation/project/paper/report
	[FiRMU2_U07] Students can create detailed written papers, including reviews, analyses, or research papers, along with presentations and oral speeches on finance and accounting topics.	The student is able to prepare in-depth written analyses of the impact of economic, financial, and regulatory factors on an organization’s risk situation. They can create reports and presentations addressing threats arising from the financial environment, such as exchange rate volatility, interest rate changes, or credit risk. The student is capable of interpreting financial data in the context of external risks and formulating conclusions to support managerial decision-making. They develop competencies in integrating knowledge of finance and accounting with environmental analysis and risk management.	[SU2] presentation/project/paper/report [SU4] test/exam - oral or written

<table>
<tr><td>Subject contents</td><td>1. Introduction to Risk in the Context of the Organizational Environment:
• Definition of risk classical and contemporary approaches
• Types of risk in organizations
• The concept of the organizational environment: micro vs. macroenvironment
• The impact of the environment on risk practical examples
• Environmental analysis: overview of PESTEL and Porters Five Forces

2. Risk Arising from the Macroenvironment:
• In-depth analysis of PESTEL factors
• Examples of macro-level risks: pandemics, inflation, regulations
• Methods for identifying and assessing risks from the macroenvironment
• Trend and scenario analysis as predictive tools

3. Risk Arising from the Microenvironment:
• Elements of the microenvironment: customers, suppliers, competitors
• Porters Five Forces analysis in the context of risk
• Reputational and relational risk case studies
• Risk management in the supply chain

4. Managing Environmental Risk Approaches and Tools:
• The risk management cycle according to ISO 31000
• Risk identification and assessment practical tools
• Risk responses: avoidance, reduction, transfer, acceptance
• Risk matrix</td></tr>
<tr><td>Prerequisites and co-requisites</td><td>The student should have a basic understanding of microeconomics, including market mechanisms, the relationships between supply, demand, and price, as well as the role of economic institutions. It is also recommended that the student has a general understanding of how businesses operate, including their objectives, organizational structures, and interactions with the market environment.</td></tr>
<tr><td>Assessment methods and criteria</td><td><table><tr><td>Subject passing criteria</td><td>Passing threshold</td><td>Percentage of the final grade</td></tr><tr><td>Test</td><td>51.0%</td><td>60.0%</td></tr><tr><td>Project</td><td>51.0%</td><td>40.0%</td></tr></table></td></tr>
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<table>
<tr><td rowspan="3">Recommended reading</td><td>Basic literature</td><td>1. Jajuga, K. (2021), Zarządzanie ryzykiem, Polskie Wydawnictwo Ekonomiczne.

2. Kozioł, K. (2010). Analiza strategiczna przedsiębiorstwa na poziomie makrootoczenia. Studia i Prace Wydziału Nauk Ekonomicznych i Zarządzania, 17, 77-88.

3. Thompson C. Hopkin P., (2024) Podstawy zarządzania ryzykiem. Jak wdrażać efektywne systemy zarządzania ryzykiem w przedsiębiorstwie, OnePress, Warszawa 2024.

4. Klonowska-Matynia, M., & Stasiukiewicz, I. (2017). ANALIZA UWARUNKOWAŃ KONKURENCYJNYCH W SEKTORZE W OPARCIU O MODEL 5 SIŁ PORTERA. Zeszyty Naukowe Wydziału Nauk Ekonomicznych, 1(21), 263-278.

5. Gierszewska G., Romanowska M., (2017) Analiza strategiczna przedsiębiorstwa, PWE Warszawa.

6. Wolke, T. (2017). Risk management. Walter de Gruyter GmbH & Co KG.

7. Molak, V. (Ed.). (1996). Fundamentals of risk analysis and risk management. CRC Press.

8. Damodaran A. (2009), Ryzyko strategiczne, Wharton School Publishing

9. https://dlibra.kdm.wcss.pl/dlibra/publication/25451/edition/23013/content?ref=L3B1YmxpY2F0aW9uLzMyMzk5L2VkaXRpb24vMjkwNjU</td></tr>
<tr><td>Supplementary literature</td><td>1. Hopkin, P. (2018). Fundamentals of risk management: understanding, evaluating and implementing effective risk management. Kogan Page Publishers.

2. Batorski, J. (2022). Diagnozowanie organizacji uczącej się w kryzysie.</td></tr>
<tr><td>eResources addresses</td><td></td></tr>
<tr><td>Example issues/ example questions/ tasks being completed</td><td colspan="2">1. What are the differences between macro and micro risk in the organizational context?
2. What is the PESTEL analysis and which factors does it include?
3. What types of risks can arise from an organizations microenvironment?
4. How does Porters Five Forces model support risk identification?
5. What are the basic risk responses according to ISO 31000?
6. How does operational risk differ from strategic risk?
7. Provide an example of regulatory risk and its impact on an organization.
8. What is the importance of scenario analysis in assessing environmental risks?</td></tr>
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Work placement	Not applicable

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