Subject card

Subject name and code	Business Economics, PG_00188086		
Field of study	International Business		
Date of commencement of studies	October 2026	Academic year of realisation of subject	2026/2027
Education level	Master's studies	Subject group	Obligatory subject group in the field of study Subject group related to scientific research in the field of study
Mode of study	full-time studies	Mode of delivery	at the university
Year of study	1	Language of instruction	English
Semester of study	1	ECTS credits	4.0
Learning profile	academic	Assessment form	exam
Conducting unit	Department of Microeconomics -> Faculty of Economics -> Rector		
Name and surname of lecturer (lecturers)	Subject supervisor	dr hab. Anna Blajer-Gołębiewska	
	Teachers	dr hab. Anna Blajer-Gołębiewska dr hab. Leszek Czerwonka, prof. UG	

Lesson types							
	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	15.0	15.0	0.0	30.0	0.0	60
	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	60	0.0	40.0	100

Subject objectives	The aim of the course is to develop knowledge and skills in analysing the economic determinants of business operations and supporting managerial decision-making processes. Particular emphasis is placed on evaluating the impact of microeconomic and macroeconomic factors on business performance and on analysing strategic decisions made under conditions of risk and uncertainty.

Learning outcomes

Course outcome	Subject outcome	Method of verification
[IBMU2_U01] can analyse and interpret complex economic phenomena and relationships occurring in the international environment using advanced knowledge of international business and finance.	The student can interpret, explain, and analyse complex economic phenomena and the relationships between them, using managerial economics knowledge to assess the impact of microeconomic and macroeconomic factors on business operations..	[SU2] presentation/project/paper/report [SU4] test/exam - oral or written
[IBMU2_W08] knows and understands the areas of operation of a modern enterprise in the international environment as well as the determinants of its activity.	The student knows and understands the economic mechanisms underlying the operation of contemporary enterprises, as well as the determinants, principles, and consequences of economic decisions made by firms operating in an international environment.	[SW4] test/exam - oral or written [SW2] presentation/project/paper/report

Subject contents

Lectures (15 hours)

1. The impact of microeconomic factors on business operations, including those operating in international markets.
2. Production, productivity, and business costs.
3. Managerial economics and the economic decision-making process.
4. Business decision-making under risk and uncertainty.
5. Game theory and strategic behaviour in business.
6. The impact of macroeconomic factors on business operations.

Practical Classes (15 hours)

1. Analysis of demand, supply, and externalities in selected markets.
2. Calculation and interpretation of production costs and outputs.
3. Solving managerial economics problems.
4. Analysis of business decisions under risk and uncertainty.
5. Application of game theory to solving business problems.

Project (30 hours) Analysis of the impact of microeconomic and macroeconomic factors on business operations

1. Selection of a company.
2. Analysis of the microeconomic environment.
3. Analysis of the macroeconomic environment.
4. Economic analysis of the impact of political and legal factors.
5. Economic analysis of the impact of social factors.
6. Economic analysis of the impact of technological factors.
7. Preparation of a project report.

The programme is delivered both during scheduled classes and outside them through the student's independent completion of problem-solving tasks/projects, which are discussed with the lecturer and conducted project's blocked hours.

Prerequisites and co-requisites

Course Completion Requirements

A final course grade may be awarded only upon successful completion of all course components, including lectures, classes, and the project. Passing each component is a mandatory requirement for passing the course.

Assessment methods and criteria

Subject passing criteria	Passing threshold	Percentage of the final grade
Project	51.0%	20.0%
Assessment for the class is based on a test.	51.0%	40.0%
The lecture component is assessed through a written examination, and the projects carried out by the students.	51.0%	40.0%

Recommended reading

Basic literature

1. Mankiw N. G., Taylor M. P., Ashwin A., Business Economics, 4th Edition, Cengage Learning EMEA, Andover 2024.
2. AllenW. B., Doherty N. A., Weigelt K. , Mansfield E., Managerial economics. Theory, application, and cases, 8th edition, W. W. Norton & Company, New York 2013.

	Supplementary literature	1. Czerwonka L., Poszewiecki A., Investment and Corporate Financial Constraints: The Case of European Union Listed Companies. Ekonomia Międzynarodowa, 2023, vol. 44, pp. 2746. 2. Jaworski J., Czerwonka L., Profitability and working capital management: evidence from the Warsaw Stock Exchange, Journal of Business Economics and Management, 2022, vol. 23, no 1, pp. 180-198. 3. Czerwonka L., Jaworski J., Capital structure determinants of small and medium-sized enterprises: evidence from Central and Eastern Europe, Journal of Small Business and Enterprise Development, 2021, vol. 28, no 2, s. 277-297. 4. Blajer-Gołębiewska A, Czerwonka L., Kozłowski A., Leading Behavioral Characteristics and Investors Decisions: An Experimental Approach [w:] W. Strielkowski (red.) Sustainable Leadership for Entrepreneurs and Academics, Springer, Cham, 2019, pp. 213-224. 5. Blajer-Gołębiewska, A., Honecker, L., Nowak, S., Investor sentiment response to COVID-19 outbreak-related news: a sectoral analysis of US firms. North American Journal of Economics and Finance, 2024, vol. 71, pp. 116.
	eResources addresses	
Example issues/ example questions/ tasks being completed		
Work placement	Not applicable	

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