



Field of study:

Management

Subject: Advanced analysis and predictions of market environment of company

Level of study: graduate studies

System of study: Full-time

Profile of studies: general academic

Subject: Advanced analysis and predictions of market environment of company

Form of classes and the ECTS points

	Number of hours	ECTS points	Credit
lectures	20		exam
exercises	12		credit with mark
Total	32	6	

Aims of teaching

1. To familiarise students with the theory and practice of markets environment of the company in the local, international and global context.
2. To familiarise students with theories and models on the analysis and predictions of the market environment of the company
3. To familiarise students with practical methods and tools regarding the analysis and predictions of the market environment of the company.

Intended learning outcomes

KNOWLEDGE		
SYMBOL	DESCRIPTION	REFERENCE TO THE PROFILE OUTCOME
P_W1	The student knows the theory and practice of the market environment of the company in the local, international and global contexts.	Zarz_WG01_Mgr Zarz_WG02_Mgr Zarz_WG03_Mgr Zarz_WG04_Mgr Zarz_WG05_Mgr Zarz_WK01_Mgr
P_W2	Student is familiar with the theories and models on the analysis and predictions of the market environment of the company	Zarz_WG01_Mgr Zarz_WG02_Mgr Zarz_WG03_Mgr Zarz_WG04_Mgr Zarz_WG05_Mgr Zarz_WK01_Mgr
P_W3	Student is familiar with practical models useful for the strategic and tactical analysis of the markets environment as well as for the creation of future scenarios of market environment	Zarz_WG03_Mgr Zarz_WG04_Mgr
SKILLS		
SYMBOL	DESCRIPTION	REFERENCE TO THE PROFILE OUTCOME
P_U1	The student knows practical methods and tools regarding the analysis and predictions of the market environment of the company.	Zarz_UW01_Mgr Zarz_UW02_Mgr Zarz_UW03_Mgr Zarz_UW04_Mgr Zarz_UW06_Mgr
P_U2	The Student is able to constructively and effectively apply methods and tools of analysis and predictions of company environment into practical contexts and use appropriate language.	Zarz_UW01_Mgr Zarz_UW02_Mgr Zarz_UW03_Mgr Zarz_UW04_Mgr Zarz_UW06_Mgr

SOCIAL COMPETENCES		
SYMBOL	DESCRIPTION	REFERENCE TO THE PROFILE OUTCOME
P_K1	The student is able to effectively work in the project team towards the goal while using the knowledge and its practical applications in line with models.	Zarz_KK01_Mgr Zarz_KK02_Mgr Zarz_KK03_Mgr Zarz_KO04_Mgr

Course content

NUMBER	DESCRIPTION	FORM OF CLASSES	NUMBER OF HOURS
1	Definition and types of enterprise environments in local and global contexts in the different stages of life of sectors and products. Characteristics of external company environment factors	lectures exercises	3 / 5 2 / 5
2	Tools for sectors analysis	lectures exercises	3 / 5 2 / 5
3	Tools for enterprise internal analysis	lectures exercises	3 / 5 2 / 5
4	Tools for competitive environment analysis.	lectures exercises	3 / 5 2 / 5
5	Research techniques based on marketing research - analysis and prognosis of company external environment (including Big Data).	lectures exercises	3 / 5 2 / 5
6	Strategic analysis of enterprise and competition.	lectures exercises	3 / 5 2 / 5
7	Strategy preparation as the result of strategic analysis	lectures	2 / 2

Conditions of completion

LECTURES

TYPE OF CREDIT	CREDIT INFLUENCE (IN %)
Exam (for the lecturers only)	60
Exercises final credit	40

EXERCISES

TYPE OF CREDIT	CREDIT INFLUENCE (IN %)
Exam (for the lecturers only)	60
Exercises final credit	40

Teaching methods

- lectures
- lectures accompanied by an analysis of case studies
- multimedia presentations
- group work
- Discussion

Reading (compulsory)

- Isobel Doole. Strategic marketing decisions in global marketplace. 2005
- Aaker David. Strategic Market Management 2008
- Porter Michael. Competitive Advantage_ Creating and Sustaining Superior Performance 2008

Reading (additional)

- C Gilligan & R Wilson. Strategic Market Management 2010
- ashok Ranchhold. Marketing Strategies, A Twenty First Century Approach 2004 and later

Odniesienie efektów przedmiotowych do efektów kierunkowych, treści kształcenia, metod weryfikacji

SYMBOL	REFERENCE OF A GIVEN OUTCOME TO THE PROFILE OUTCOME	REFERENCE OF A GIVEN OUTCOME TO THE COURSE CONTENT	REFERENCE OF A GIVEN OUTCOME TO THE VERIFICATION METHODS
KNOWLEDGE			
P_W1	Zarz_WG01_Mgr Zarz_WG02_Mgr Zarz_WG03_Mgr Zarz_WG04_Mgr Zarz_WG05_Mgr Zarz_WK01_Mgr	1 7	Exam
P_W2	Zarz_WG01_Mgr Zarz_WG02_Mgr Zarz_WG03_Mgr Zarz_WG04_Mgr Zarz_WG05_Mgr Zarz_WK01_Mgr	1 2 3	Exam
P_W3	Zarz_WG03_Mgr Zarz_WG04_Mgr		Exam
SYMBOL	REFERENCE OF A GIVEN OUTCOME TO THE PROFILE OUTCOME	REFERENCE OF A GIVEN OUTCOME TO THE COURSE CONTENT	REFERENCE OF A GIVEN OUTCOME TO THE VERIFICATION METHODS
SKILLS			
P_U1	Zarz_UW01_Mgr Zarz_UW02_Mgr Zarz_UW03_Mgr Zarz_UW04_Mgr Zarz_UW06_Mgr	2 3 4 5 6	Exam Assignments
P_U2	Zarz_UW01_Mgr Zarz_UW02_Mgr Zarz_UW03_Mgr Zarz_UW04_Mgr Zarz_UW06_Mgr	3 4 5 6 7	Exam group projects Assignments
SYMBOL	REFERENCE OF A GIVEN OUTCOME TO THE PROFILE OUTCOME	REFERENCE OF A GIVEN OUTCOME TO THE COURSE CONTENT	REFERENCE OF A GIVEN OUTCOME TO THE VERIFICATION METHODS
SOCIAL COMPETENCES			
P_K1	Zarz_KK01_Mgr Zarz_KK02_Mgr Zarz_KK03_Mgr Zarz_KO04_Mgr	4 5 6	Exam group projects