

Faculty of Computer Science and Management**SUBJECT CARD****Name in Polish** Przedsiębiorstwo na rynku UE**Name in English** Business on the EU market**Main field of study (if applicable):** Management**Specialization (if applicable):** Organizational Management (OM)**Level and form of studies:** 1st level, full-time**Kind of subject:** optional**Subject code** PRZ1168**Group of courses** NO

| | Lecture | Classes | Laboratory | Project | Seminar |
|---|----------------------|----------------------|------------|---------|---------|
| Number of hours of organized classes in University (ZZU) | 15 | 15 | | | |
| Number of hours of total student workload (CNPS) | 30 | 30 | | | |
| Form of crediting | crediting with grade | crediting with grade | | | |
| For group of courses mark (X) final course | | | | | |
| Number of ECTS points | 1 | 1 | | | |
| including number of ECTS points for practical (P) classes | | 1 | | | |
| including number of ECTS points for direct teacher-student contact (BK) classes | 0,5 | 0,5 | | | |

*delete as applicable

PREREQUISITES RELATING TO KNOWLEDGE, SKILLS AND OTHER COMPETENCES

1. General orientation regarding the validity of the laws and their importance for the functioning of the State and the economy

SUBJECT OBJECTIVES

C1. The acquisition of basic knowledge in the field of International Law

C2. Conquest of ability of awareness and, in sphere of international law interpretation norms obligatory

SUBJECT EDUCATIONAL EFFECTS

relating to knowledge:

PEK_W01 - it knows and it explains essence of modern change in marketing strategies and problems and challenges with development of (evolution of) information society valid , development of (evolution of) new communication technology and appearance new kind of consumer (proconsumers)

relating to skills:

PEK_U01 - it can identify, interpret and assess developments of our civilization, technological and cultural changes in organization and its surroundings and seize acquired knowledge to solving the problems of management and marketing in the organization

relating to social competences:

PEK_K01 –In the sciences of the organization and management. It can on its own develop the

knowledge and improve skills.

PROGRAMME CONTENT

| Form of classes - lecture | | Number of hours |
|---------------------------|--|-----------------|
| Lec 1 | Conditions of existing companies on the area of the Internal European Market. a) Economic politics of the UE in comparison to the conditions of existing of companies. b) The influence of a internal market program on the functioning of companies. c) Processes of adaptation companies to the conditions of the Internal European Market. | 1 |
| Lec 2 | Internal market program and physical, technical and fiscal barrier action. | 1 |
| Lec 3 | Influence of the internal market program on the production organization. Asymmetrical disproportion of benefits. | 1 |
| Lec 4 | The influence of several picked sector politicks on the functioning of companies. d) Politics of competition and industrial politics. e) Politics in sphere of Building and Agriculture. f) Politics of protection of environment and transportation politics. g) Politics of energy. h) Politics of protection of consumers. | 2 |
| Lec 5 | Business surroundings in the conditions of the Integral European Market. i) Elements of the surrounding. j) Homogeneous European Market as a element of the external surrounding. k) Analysis of the strategic external surrounding. | 2 |
| Lec 6 | Analysis of the positions of companies on the European Market. l) Methods of marketing examinations and the information system of European marketing. m) Qualification of the European market potential. n) Analysis of the competitiveness potential of the company in the conditions of integration. | 2 |
| Lec 7 | Basis conceptions of the strategic of the European marketing. o) The foundations of creating a strategy of existing on the European market. p) Conceptions of the European marketing strategy (strategy of the internationalization and delivery strategy). q) Qualification of European marketing cells. r) Analysis of choice and methods of entering the european market. | 2 |
| Lec 8 | Strategies of functioning of companies on the EU market. s) Strategies of competition: i) Concentration product-market, ii) Cost orientation, iii) Quality orientation iv) Pioneering orientation t) Strategies of cooperation. u) Strategies of allocation. v) Strategies of segmentation. | 2 |
| Lec 9 | Marketing mix on the UE market. w) Strategy of product and price. i) Strategy of the European Product (marketing decisions relating to the product, formatting the product symbol and the strategy of quality). ii) Strategy European price (determinants of the price on the European market; differentiation and standardization of the European price). | 2 |

| | | |
|--|---|------------------------|
| | x) Strategy of European distribution and European promotion. i) Creating distribution channels on the European market (concentration and Europeanizing trade structures, European logistics). Promotion (law regulations relating to the European promotion; European advertising agencies; medias exploited in promotion; campaigns and styles of actions in promotion). | |
| | Total hours | 15 |
| Form of classes - class | | Number of hours |
| Cl 1 | Analysis of the strategic external surrounding. Analysis of the positions of companies on the European market; analysis of the potential and superiorities competitiveness on the UE market. | 2 |
| Cl 2 | Study establishments creating the strategy of functioning on the UE market. | 2 |
| Cl 3 | Analysis of choice and methods of entering the European market. | 2 |
| Cl 4 | Marketing decisions relating to the product (strategy of the European product, product quality strategy). | 2 |
| Cl 5 | Decisions connected with the formation of the price Decisions related to formatting the price (strategy of the European Price). | 2 |
| Cl 6 | Entering establishments strategies of distribution with regard of specificity of the European market. | 2 |
| Cl 7 | Entering establishments promotion campaign with regard of law adjustment relating to the European promotion, campaign and style of promotion on the UE market. | 3 |
| | Total hours | 15 |
| Form of classes - laboratory | | Number of hours |
| Lab 1 | | |
| Lab 2 | | |
| Lab 3 | | |
| | Total hours | |
| Form of classes - project | | Number of hours |
| Proj 1 | | |
| Proj 2 | | |
| Proj 3 | | |
| | Total hours | |
| Form of classes - seminar | | Number of hours |
| Sem 1 | | |
| Sem 2 | | |
| Sem 3 | | |
| | Total hours | |
| TEACHING TOOLS USED | | |
| N1. lecture by information N2. multimedia presentation N3. lecture by have problem | | |

EVALUATION OF SUBJECT EDUCATIONAL EFFECTS ACHIEVEMENT

| | | |
|--|---------------------------|--|
| Evaluation (F – forming (during semester), P – concluding (at semester end)) | Educational effect number | Way of evaluating educational effect achievement |
| F1 | PEK_W01 | test |
| F2 | PEK_U01 PEK_K01 | project |
| P = 0,5 F1 + 0,5 F2 | | |
| PRIMARY AND SECONDARY LITERATURE | | |
| <u>PRIMARY LITERATURE:</u> | | |
| 1. N. Moussis, Access to European Union: Law, Economics, Policies, 2009 2. R.Baldwin, The Economics of European Integration, McGraw Hill Higher Education, 2009. 3. D.M.W.N. Hitchens, M. Trainor, J. Clausen, S. Thankappan, B. De Marchi, Small and Medium Sized Companies in Europe: Environmental Performance, Competitiveness and Management: International EU Case Studies, Springer-Verlag Berlin and Heidelberg GmbH & Co. K, 2003. 4. E. Kaynak, P.N. Ghauri, Euromarketing: Effective Strategies for International Trade and Export, Publisher: Routledge, 1994. 5. M. Kotabe, K. Helsen, Global Marketing Management, second edition, John Wiley&Sons, Inc. 2001. | | |
| <u>SECONDARY LITERATURE:</u> | | |
| 1. D. Peppers, M. Rogers, Managing Customer Relationships. A Strategic Framework, John Wiley&Sons, Inc. 2004. 2. G.L. Mazzi, G.i Savio (Eds.), Growth and Cycle in the Euro-zone, Palgrave Macmillan, 2006 | | |
| SUBJECT SUPERVISOR (NAME AND SURNAME, E-MAIL ADDRESS) | | |
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MATRIX OF CORRELATION BETWEEN EDUCATIONAL EFFECTS FOR SUBJECT
Business on the EU market
AND EDUCATIONAL EFFECTS FOR MAIN FIELD OF STUDY **Management**
AND SPECIALIZATION **Organizational Management (OM)**

| Subject educational effect | Correlation between subject educational effect and educational effects defined for main field of study and specialization (if applicable)** | Subject objectives*** | Programme content*** | Teaching tool number*** |
|---------------------------------|---|-----------------------|---|-------------------------|
| PEK_W01 (knowledge) | K1_ZARZ_W03 K1_ZARZ_W04 K1_ZARZ_W21 | C1 C2 | Lec1, Lec2, Lec3, Lec4, Lec5, Lec6, Lec7, Lec8, Lec9 C11 C12 C13 C14C15 C16 C17 | N1, N2, N3 |
| PEK_U01 (skills) | K1_ZARZ_U06 K1_ZARZ_U15 K1_ZARZ_U16 K1_ZARZ_U17 | C1 C2 | Lec5 Lec6 Lec7 Lec9 C13 C14 C15 C16 | N1, N2, N3 |
| PEK_K01 (competences) | K1_ZARZ_K01 K1_ZARZ_K04 K1_ZARZ_K05 K1_ZARZ_K06 | C1 C2 | Lec1, Lec3 C14 C15 C16 | N1, N2, N3 |