

Course title: **Economic reports**

Studies: Management

**Course description form (syllabus form)**

General data						
Cycle of studies	2024-2027					
Organizational unit	Faculty of Economic Sciences					
Studies	Management, first-cycle studies					
The profile of education	general academic					
Semester	04					
Mode of studies	full-time					
Type of course	Lecture	Practical session	Laboratory	Conversatorium	Seminar	Project
Number of hours	15	30				
Number of ECTS	3					
Examination	Graded credit					
Language	English					
Content author	Kamila Radlińska, PhD					
Course objectives						
The aim of the course is to familiarize the student with the principles of creating reports, the importance of information in reporting economic data, and methods of obtaining, analyzing and presenting data. An important part of the course is the use of IT software when preparing a report.						
Prerequisites						
Does not concern.						
Student workload						
<ol style="list-style-type: none"><li>1. Class sessions (including assessment and examination) - 45 hours</li><li>2. Consultations - 2 hours</li><li>3. Reading literature for classes - 13 hours</li><li>4. Preparing assignments - 10 hours</li><li>5. Assessment preparation - 5 hours</li></ol>						
TOTAL: 75 hours (3 ECTS)						
Short description						
The essence of market analysis. Market analysis methods. Competition research with elements of marketing. Market research and decision-making. Collection of primary and secondary data. Construction of databases. Processing of collected data. Presentation and interpretation of results – quantitative and qualitative analyses. Completion of the project by students using Excel, Statistica or other cloud programs.						
Learning outcomes						
<p>KNOWLEDGE:</p> <p>W01. Participants know and understand the internal and external conditions of the enterprise's operation, including industry conditions and spatial (IB1_W01, IB1_W02, IB1_W03)</p> <p>W02. Participants know and understand the principles and procedures for preparing analyzes and reports regarding the market and the company (IB1_W01, IB1_W02, IB1_W03)</p> <p>SKILLS:</p> <p>U01. Participants are able to use knowledge in the description of market categories in relation to the enterprise, sector and economy, is able to build economic forecasts (IB1_U01, IB1_U02, IB1_U03)</p> <p>U02. Participants are able to use economic databases, creates their own summaries, are able to prepare the collected data for analysis and prepare an analysis together with a report (IB1_U04, IB1_U05)</p> <p>U03. Participants are able to use quantitative and qualitative methods in the analysis of the company and the market and present the results in reports (IB1_U03, IB1_U06)</p> <p>COMPETENCIES:</p> <p>K01. Participants are ready to independently acquire knowledge and skills as an economic analyst and to present their own consulting proposals (IB1_K01, IB1_K02, IB1_K04)</p> <p>K02. Participants are ready to cooperate in an analytical team (IB1_K01, IB1_K02, IB1_K04)</p> <p>K03. Participants are ready to cooperate with external stakeholders (IB1_K01, IB1_K02, IB1_K04)</p>						
Form of verification						
Graded credit						
Detailed data						
Type of course: Lecture						
Bibliography						
<p><b>Bibliography:</b></p> <ol style="list-style-type: none"><li>1. Sage, A. P., &amp; Rouse, W. B. (2011). Economic Systems Analysis and Assessment: Intensive Systems, Organizations, and Enterprises. John Wiley &amp; Sons.</li><li>2. Reid, G. (2002). Small business enterprise: an economic analysis. Routledge.</li><li>3. Turvey, R. (2019). Economic analysis and public enterprises. Routledge.</li></ol>						

**Supplementary:**

1. Caves, R. E. (1996). Multinational enterprise and economic analysis. Cambridge University Press.
2. EUROSTAT, OECD (online publications and databases)

**Range of content**

1. General rules for creating economic reports.
2. The importance of information in economic reporting.
3. Methods of obtaining information. Information valuation.
4. Report with incomplete information.
5. Thematic and cross-sectional research. Analysis of the economy, markets and enterprises.
6. Periodic reporting on market and product development.
7. Use of IT software when preparing a report.
8. Review of companies and institutions preparing market reports.
9. Valuation of economic report.

**Didactic methods**

1. Problem-based lecture using a multimedia presentation initiating a discussion

**Assessment methods and assessment criteria**

Oral Exam

(answer to three questions)

Assessment criteria:

- 3.0 incomplete answer
- 4.0 answer with minor deficiencies
- 5.0 full answer

**Detailed data****Type of course: Practical session****Bibliography****Bibliography:**

1. Sage, A. P., & Rouse, W. B. (2011). Economic Systems Analysis and Assessment: Intensive Systems, Organizations, and Enterprises. John Wiley & Sons.
2. Reid, G. (2002). Small business enterprise: an economic analysis. Routledge.
3. Turvey, R. (2019). Economic analysis and public enterprises. Routledge.

**Supplementary:**

1. Caves, R. E. (1996). Multinational enterprise and economic analysis. Cambridge University Press.
2. EUROSTAT, OECD (online publications and databases)

**Range of content**

1. Information and the importance of information in the process of creating an economic report.
2. Methods of obtaining information. Reporting with incomplete information.
3. Project 1. Information in economic reporting - creation of databases and their characteristics.
4. Periodic economic reporting on the development of the company, market and product.
5. Use of IT programs to prepare the economic report, including: Excel, Statistica, CANVA.
6. Project 2. Report on the enterprise's activities. / Report on industry activities.
7. Presenting student reports.
8. Review of companies and institutions preparing market reports. Features of a good report – discussion.

**Didactic methods**

1. Activating lecture.
2. Discussion with participants.
3. Debate with participants.
4. Learning by doing – project with data.

**Assessment methods and assessment criteria**

Two written works/final projects (problem tasks requiring analysis, project - analysis to be performed).

The grade for the exercises is the arithmetic average of both final works.

Attendance and activity during exercises, active discussion, presentation of analysis results along with justification of decisions made.

Assessment criteria:

3.0 attendance (absence from 1-3 classes is allowed), activity (student inactive or not very active during classes), project/problem task (done correctly, minor corrections allowed, sent with a delay)

4.0 attendance (absence allowed for 1 class), activity (student active during the class), project/problem task (done correctly, minor corrections are allowed, sent on time)

5.0 attendance (1 absence allowed), activity (active or very active student, discussion initiator), project/problem task (completed correctly, submitted on time)