

**Subject card**

<b>Subject name and code</b>	Enterprise Strategy Analysis, PG_00052433						
<b>Field of study</b>	Economics						
<b>Date of commencement of studies</b>	October 2024	<b>Academic year of realisation of subject</b>			2026/2027		
<b>Education level</b>	Bachelor's studies	<b>Subject group</b>			Obligatory subject group in the field of study Optional subject group		
<b>Mode of study</b>	part-time studies	<b>Mode of delivery</b>			at the university		
<b>Year of study</b>	3	<b>Language of instruction</b>			Polish		
<b>Semester of study</b>	5	<b>ECTS credits</b>			1.0		
<b>Learning profile</b>	academic	<b>Assessment form</b>			exam		
<b>Conducting unit</b>							
<b>Name and surname of lecturer (lecturers)</b>	<b>Subject supervisor</b>		dr Grzegorz Pawłowski				
	<b>Teachers</b>						
<b>Lesson types</b>	<b>Lesson type</b>	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	<b>Number of study hours</b>	6.0	0.0	0.0	0.0	0.0	6
	E-learning hours included: 0.0						
<b>Learning activity and number of study hours</b>	<b>Learning activity</b>	Participation in didactic classes included in study plan		Participation in consultation hours		Self-study	SUM
	<b>Number of study hours</b>	6		0.0		0.0	6
<b>Subject objectives</b>	1. Preparing students to apply methods of macro-environment analysis 2. Preparing students to apply methods of microenvironment analysis 3. Preparing students to apply methods of analyzing the strategic potential of an enterprise 4. Familiarization with strategic options						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[EKONL3_W01] has in-depth knowledge of the nature of social sciences, their place in the system of sciences, knows the role of economic sciences in this system and uses universal economic terminology	E1_W01 The student knows and uses the role of economic sciences in the strategic analysis system universal economic terminology	[SW4] test/exam - oral or written
	[EKONL3_W03] has advanced knowledge of the relations between economic agents and social organisations operating in the national, international and intercultural arenas	Student knows the types of economic and social ties and is able to indicate their impact on functioning of the enterprise.	[SW4] test/exam - oral or written
	[EKONL3_U01] can correctly interpret economic and social phenomena and apply knowledge of economics, finance and management sciences to explain economic phenomena	E1_U01 The student is able to correctly interpret economic and social phenomena apply knowledge of economics, finance and management sciences to assessment the competitive environment of the enterprise and its internal potential.	[SU4] test/exam - oral or written
	[EKONL3_U02] is able to use the knowledge of theory and data to analyse concrete economic and social processes and phenomena and to analyse these phenomena using methods developed in economics, finance and management sciences	E1_U02 The student is able to use his theoretical knowledge to analyze strategic issues enterprise development factors using methods created in economics, finance and management sciences.	[SU4] test/exam - oral or written
[EKONL3_K01] recognises the importance of economic knowledge in identifying and solving economic problems and of consulting experts when difficulties in solving them independently	E1_U01 The student is able to correctly interpret economic and social phenomena apply knowledge of economics, finance and management sciences to assessment the competitive environment of the enterprise and its internal potential.	[SK4] test/exam - oral or written	
Subject contents	1. The essence and basic concepts of strategic analysis. 2. Basic schools of strategic management and their specificity. 3. Elements and structure of strategic management (strategic management). Changes in analytical methods along with changes in thinking paradigms strategic. New "generations" of management and their impact on strategic analysis. 4. Psychological aspects of strategic analysis (four management styles). Practice test. Determinism in management - L. Greiner's model and its limitations. 5. Scenario and non-scenario analysis. Trend extrapolation methods, Delphi, gap analysis, etc. Discontinuous processes and their specificity. 6. The use of scenarios in strategic management. Constructing future scenarios (extrapolative and anticipatory). Practical example. 7. Analysis of the market environment (instruments and methods) 8. Analysis of the organization's strategic potential. Resource approach and analysis of key competencies. 9. Auxiliary methods and tools of strategic analysis (dynamic SWOT, stages of TOWS/SWOT analysis, strength analysis and strategic attractiveness). 10. Variant analysis of strategies (types, choices). Basic company development strategies. 11. Knowledge in the strategic management process. 12. Strategic scorecard as a strategy verification tool.		
Prerequisites and co-requisites			
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	test	51.0%	100.0%
Recommended reading	Basic literature	<ol style="list-style-type: none"> <li>1. Gierszewska G., Romanowska M.: Analiza strategiczna przedsiębiorstwa, PWE, Warszawa, 2017.</li> <li>2. 2. Obłój K, Strategia organizacji, PWE, Warszawa, 2014.</li> <li>3. 3. Pierscionek Z.: Zarządzanie strategiczne w przedsiębiorstwie, PWN, Warszawa, 2021.</li> <li>4. 4. Porter M. E.: Strategia konkurencji, MT Biznes, Warszawa, 2010.</li> </ol>	
	Supplementary literature	<ol style="list-style-type: none"> <li>1. Clarke L. , Zarządzanie zmiana, wyd. Geberthner i spółka, Warszawa 1997.</li> <li>2. Kaplan R., Norton D., Mapy strategii w biznesie, GWP Gdanskie Wydawnictwo Psychologiczne, Gdansk 2011.</li> <li>3. Penc-Pietrzak I., Analiza strategiczna w zarządzaniu firma, Wyd. C.H. Beck, Warszawa 2003.</li> <li>4. Zimniewicz K., Współczesne koncepcje i metody zarządzania, PWE, Warszawa, 2009.</li> <li>5. Glinka B., Pawłowski G., Strategiczne wyzwania rozwoju przedsiębiorstwa w otoczeniu globalnym na przykładzie Omida Logistics Group, "Współczesna Gospodarka", 2016, Vol. 7, nr 3, s. 27-43.</li> </ol>	
	eResources addresses		
Example issues/ example questions/ tasks being completed	Scenarios of enterprise environment		

Work placement	Not applicable
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