

Subject card

Subject name and code	Basis of Strategic Analysis in International Business, PG_00122173						
Field of study	International Economic Relations						
Date of commencement of studies	October 2024	Academic year of realisation of subject			2026/2027		
Education level	undergraduate studies	Subject group			Obligatory subject group in the field of study		
Mode of study	part-time studies	Mode of delivery			at the university		
Year of study	3	Language of instruction			Polish		
Semester of study	6	ECTS credits			2.0		
Learning profile	academic	Assessment form					
Conducting unit	Zakład Handlu Zagranicznego -> Katedra Biznesu Międzynarodowego -> Faculty of Economics						
Name and surname of lecturer (lecturers)	Subject supervisor		dr Anna Sperska				
	Teachers		dr Anna Sperska dr Tomasz Gutowski dr Monika Grottel				
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	0.0	16.0	0.0	0.0	0.0	16
	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	16		0.0		0.0	16
Subject objectives	The aim of the course is to familiarize students with various methods of strategic analysis and the possibilities of their application in the strategic analysis of an enterprise						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[MSG3_K02] critically assesses the level of his/her knowledge in the field of economics; is willing to deepen and update this knowledge throughout his/her life	the student critically assesses the level of his or her knowledge in the area of strategic analysis ready to deepen and update this knowledge	[SK1] oral statement/conversation/discussion [SK2] presentation/project/paper/report
	[MSG3_K03] participates in the preparation of economic and social projects; can reconcile legal, economic, ecological, political and social requirements	the student participates in the preparation of business projects and is able to reconcile legal, economic, ecological, political and social requirements	[SK1] oral statement/conversation/discussion [SK2] presentation/project/paper/report
	[MSG3_K04] is ready to think and act in an entrepreneurial manner; adapts to new situations and conditions, undertakes challenges of creative thinking; is resilient to failures; can identify threats and assess the risk of their occurrence	Student is ready to think and act in an entrepreneurial way, and is able to identify threats and assess the risk of their occurrence	[SK1] oral statement/conversation/discussion [SK2] presentation/project/paper/report
	[MSG3_U01] can correctly interpret and explain economic and social phenomena, analyse their causes, course and connections between these phenomena using the acquired knowledge of economics, finance and international economic relations	Student is able to assess economic and social phenomena, analyze their reasons, course and connections between these phenomena, using their knowledge in the field of strategic analysis	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report
	[MSG3_U02] can assess economic and social phenomena occurring in an open economy, interpret necessary statistical data and economic indicators, as well as forecast economic phenomena and processes, using standard methods and tools applied in economic sciences	Student is able to assess economic and social phenomena taking place in the economy, interpret the necessary statistical data and indicators, as well as forecast economic phenomena and processes using standard strategic analysis models and tools	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report
	[MSG3_U04] uses the acquired theoretical knowledge in economics to analyse and evaluate the operation of economic entities on the international market, with particular emphasis on the European Union market	Student uses the acquired theoretical knowledge to analyze and assess functioning business entities on the international market	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report
	[MSG3_W15] has an advanced knowledge of management of an economic entity on the international market; knows and understands strategies and marketing tools used in this management	Student has advanced knowledge of managing a business entity on the international market, knows and understands the principles of strategic analysis and its tools used in business management	[SW1] oral statement/conversation/discussion [SW2] presentation/project/paper/report
	[MSG3_W06] knows and understands the relations between economic entities and public institutions functioning in the national, international and intercultural realms	Student knows and understands the relationships between business entities	[SW1] oral statement/conversation/discussion [SW2] presentation/project/paper/report
	[MSG3_W05] knows and understands the basic principles of establishing and developing various forms of entrepreneurship	Student knows and understands the basic principles of creating and developing selected forms of entrepreneurship based on the selected strategic analysis model	[SW1] oral statement/conversation/discussion [SW2] presentation/project/paper/report
	[MSG3_W04] has an advanced knowledge of different types and essential elements of the structures of economic entities and organisations, and public institutions	Student has advanced knowledge of various types of strategic analysis tools	[SW1] oral statement/conversation/discussion [SW2] presentation/project/paper/report
	[MSG3_U03] can identify and analyse relations between economic entities and public institutions in the national and international environment; using the acquired theoretical knowledge can critically evaluate these relations and indicate directions for their further development or changes	Student is able to identify and analyze connections between economic entities and give advices for their further development or changes	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report

	Course outcome	Subject outcome	Method of verification
	[MSG3_U06] can identify selected risks related to international operations of enterprises and assess their consequences correctly	Student, using selected strategic analysis tools, is able to identify selected types of risks related to the international operations of enterprises and correctly assess their consequences	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report
	[MSG3_U08] uses basic methods and computer programmes as well as marketing techniques and tools to acquire and analyse data necessary in his/her professional work to diagnose economic processes and make adequate economic decisions	Student uses basic methods and computer programs to obtain and data analysis necessary to diagnose economic processes and making the right strategic decisions	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report
	[MSG3_K01] is ready to recognise the importance of knowledge in the field of economics in the process of identifying and solving economic problems and to consult experts in case of difficulties in solving them independently	Student is ready to recognize the importance of knowledge in the field of strategic analysis the process of identifying and solving problems in international business and seeking the opinion of experts in case of difficulties in solving them	[SK1] oral statement/conversation/discussion [SK2] presentation/project/paper/report
	[MSG3_W07] knows and understands types of economic ties and regularities governing them, including the principles of functioning of the market and the market mechanism, both in the national and international aspect	Student knows and understands the types of economic ties and the regularities that govern them	[SW1] oral statement/conversation/discussion [SW2] presentation/project/paper/report
	[MSG3_W10] knows selected methods and tools, including IT tools and data acquisition techniques, which make it possible to describe and analyse economic entities operating on the international market; knows the processes and phenomena occurring in them and between them, and processes supporting decision-making	Student knows selected methods and tools to describe and analyze economic entities operating on the international market and knows the processes and phenomena occurring within and between them, as well as the processes supporting decision-making	[SW1] oral statement/conversation/discussion [SW2] presentation/project/paper/report
Subject contents	<ol style="list-style-type: none"> 1. Introduction to strategic analysis: goals of strategic analysis, application of strategic analysis, classification of tools. 2. PEST analysis. 3. Porter's 5 Forces Analysis. 4. Strategic Groups Map. 5. Analysis of Key Success Factors. 6. SWOT analysis. 7. Other types of analysis: stakeholder analysis, portfolio methods, SPACE analysis, strategic scorecard. 		
Prerequisites and co-requisites	None		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	Group project with a presentation	51.0%	90.0%
	Activity during classes	0.0%	10.0%
Recommended reading	Basic literature	<ol style="list-style-type: none"> 1. Gierszewska G., Romanowska M., Analiza strategiczna przedsiębiorstwa, PWE, Warszawa, 2021. 2. Penc-Pietrzak I., Analiza strategiczna w zarządzaniu firmą. Koncepcja i stosowanie, C.H. Beck, Warszawa 2003. 	
	Supplementary literature	<ol style="list-style-type: none"> 1. Mruk H., Strategie marketingowe, Wydawnictwo Akademii Ekonomicznej w Poznaniu, Poznań 2002. 2. Nowak M., Controlling działalności marketingowej, PWE, Warszawa 2007. 	

	eResources addresses	Adresy na platformie eNauczenie:
Example issues/ example questions/ tasks being completed		
Work placement	Not applicable	

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