

Subject card

Subject name and code	Strategic Management, PG_00154491						
Field of study	Finance and Accounting						
Date of commencement of studies	October 2024		Academic year of realisation of subject		2025/2026		
Education level	postgraduate studies		Subject group		Obligatory subject group in the field of study Subject group related to scientific research in the field of study		
Mode of study	full-time studies		Mode of delivery		at the university		
Year of study	2		Language of instruction		Polish		
Semester of study	3		ECTS credits		1.0		
Learning profile	academic		Assessment form				
Conducting unit	Zakład Rozwoju i Restrukturyzacji Przedsiębiorstw -> Katedra Strategicznego Rozwoju -> Faculty of Management						
Name and surname of lecturer (lecturers)	Subject supervisor		dr Jędrzej Siciński				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	15.0	0.0	0.0	0.0	0.0	15
	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	15		10.0		0.0	25
Subject objectives	Familiarizing students with the key aspects of strategic management. Lectures focus on equipping participants with knowledge of management from the perspective of ownership or top-level managerial positions. During practical sessions, students work on real-life case studies, complementing their theoretical knowledge with discussions on decision-making processes at the highest managerial level						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[FiRMU2_W04] The student has expanded knowledge of views on economic and social structures and institutions, as well as types of social ties and their historical evolution.	The student possesses in-depth knowledge of the relationships between various organizations and the socio-economic environment, with particular emphasis on the highest management perspective.	[SW4] test/exam - oral or written [SW1] oral statement/ conversation/discussion
	[FiRMU2_U02] The student can use advanced theoretical knowledge to describe the causes and course of economic processes and phenomena. The student can formulate his own critical opinions.	The student effectively applies a wide range of strategic analysis tools and formulates original conclusions regarding their impact on the overall strategy of the analyzed enterprise.	[SU3] text preparation/written work [SU4] test/exam - oral or written
	[FiRMU2_W03] The student has an expanded knowledge of man as an entity that creates economic structures and the motives of his actions.	The student has acquired knowledge about the role of strategic thinking in managerial work and has understood the executive function of an individual as both the creator and executor of strategy.	[SW4] test/exam - oral or written [SW1] oral statement/ conversation/discussion
	[FiRMU2_K01] Self-improvement: - understands the need for development and lifelong learning, - inspires others to learn, - is able to supplement and improve the acquired knowledge and skills, expanded by the interdisciplinary dimension, - knows his strengths and weaknesses, sets ambitious goals to the best of his ability, - knows how to reconcile with failure, admit to a mistake.	The student has acquired the competence to holistically understand the enterprise and its environment as factors generating challenges for operationalized strategies.	[SK1] oral statement/conversation/ discussion [SK8] observation of student's independent or team work
	[FiRMU2_K05] Responsibility: - meets deadlines, - is able to set priorities appropriately in order to complete the task set before him, - is able to foresee the social consequences of his actions, - consistently strives to achieve the set goal, - is able to work systematically and independently, - respects the rules and norms of social coexistence.	The student has acquired a range of competencies characteristic of work at the strategic management level – in particular, systematics, ethics, and the ability to anticipate the consequences of strategic decisions.	[SK1] oral statement/conversation/ discussion
	[FiRMU2_K04] Integrity: - the student adheres to the principles of business ethics and takes action to comply with these principles, - respects the law, - is objective, can perceive conflicts of interest, - correctly identifies and resolves dilemmas related to the practice of the profession.	The student has acquired competencies related to sustainable practices in strategic management.	[SK1] oral statement/conversation/ discussion [SK8] observation of student's independent or team work
	[FiRMU2_U06] The student creatively uses the acquired knowledge in various scopes and forms to solve problems in finance and accounting that arise in business practice. The student knows the limitations of the usefulness of the applied knowledge.	The student has acquired the ability to integrate the knowledge gained with strategic issues in finance and accounting.	[SU1] oral statement/conversation/ discussion [SU4] test/exam - oral or written [SU5] implementation of a problem task
	[FiRMU2_W08] The student has in-depth knowledge of the formation and economic functioning of organizations commercial and public, their forms, phases of development, as well as financial conditions determining their value and economic success.	The student has acquired comprehensive knowledge regarding the range of activities within an enterprise and other organizations, with particular emphasis on the role of strategy levels and their cascading as factors in creating competitive advantage.	[SW4] test/exam - oral or written [SW1] oral statement/ conversation/discussion

Subject contents	• The essence of strategy, management levels, planning, and organizing business ventures. • Effective leadership the role, traits, and challenges of the modern manager in theory and business practice. • Methods, techniques, and tools of strategic management. • The issue of the crisis in strategic thinking. • Analysis of the internal and external environment premises, models, case studies. • The importance of quantifying and measuring core processes the role of KPIs in implementing MBO. • Building a management information system versus barriers in identifying KPI indicators in structurally complex organizations. • The complementarity of the Balanced Scorecard perspectives and process management in the operationalization of strategy the model of Robert S. Kaplan and David P. Norton versus the challenges of business practice (today and in the future).		
Prerequisites and co-requisites	There are no prerequisite requirements. Students are recommended to attend all lectures due to the unique curriculum, which is based on practical aspects of managing large, structurally complex enterprises. Each lecture covers a distinct topic related to strategic management. Attendance at practical sessions is mandatory.		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	Assessment for a grade (test)	51.0%	100.0%
Recommended reading	Basic literature	Gierszewska G., Romanowska M., Analiza strategiczna przedsiębiorstwa, Polskie Wydawnictwo Ekonomiczne, 2017.1. Janasz K., Janasz W., Koziół K., Szopik K., Zarządzanie strategiczne. Koncepcje, metody, strategie, Difin 2008.2. Obłój K., Strategia organizacji, Polskie Wydawnictwo Ekonomiczne, 2014.3. Porter M.E., Strategie konkurencji, Metody analizy sektorów i konkurencji, MT Biznes 2006.4. Porter M.E., Porter o konkurencji, Polskie Wydawnictwo Ekonomiczne 2001.5. Romanowska M., Planowanie strategiczne, Polskie Wydawnictwo Ekonomiczne, 2009.6. Romanowska M., Planowanie strategiczne w przedsiębiorstwie, Polskie Wydawnictwo Ekonomiczne 2017.7. Strategor, Zarządzanie firmą: strategia, struktury, decyzje, tożsamość, Polskie Wydawnictwo Ekonomiczne, 2001.	
	Supplementary literature	-Antonowicz P., Kędzierka E., Pusiewicz M., Model PEST uwarunkowań rozwoju rynku gazu w Polsce benchmarking międzynarodowy, [w:] P. -Antonowicz, P. Pisarewicz, P. Nogal-Meger (red.), Zarządzanie wartością w warunkach zmiany, Wydawnictwo Uniwersytetu Gdańskiego, Gdańsk 2017, s. 215-228. -Antonowicz P., Skrzyniarz P. (2016), Budowa systemu informacji zarządczej versus bariery w identyfikacji wskaźników efektywności procesów (KPI), Zarządzanie i Finanse, Journal of Management and Finance, Vol. 14, No. 4/2016, s. 303-313. -Antonowicz P., Skrzyniarz P., Stolarz A. (2016), Operacjonalizacja strategii organizacji przy wykorzystaniu Zrównoważonej Karty Wyników na przykładzie Polskiej Spółki Gazownictwa sp. z o.o., Zarządzanie i Finanse, Journal of Management and Finance, Vol. 14, No. 3/1/2016, s. 209-222	
	eResources addresses	Adresy na platformie eNauczanie:	
Example issues/ example questions/ tasks being completed			
Work placement	Not applicable		

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