

Subject card

Subject name and code	Strategic Analysis, PG_00155532						
Field of study	Management						
Date of commencement of studies	October 2024		Academic year of realisation of subject		2024/2025		
Education level	Master's 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	1		Language of instruction		Polish		
Semester of study	2		ECTS credits		2.0		
Learning profile	academic		Assessment form				
Conducting unit							
Name and surname of lecturer (lecturers)	Subject supervisor		prof. dr hab. Jacek Rybicki				
	Teachers		prof. dr hab. Jacek Rybicki				
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	0.0	15.0	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		11.0		24.0	50
Subject objectives	The aim of the course is to develop strategic thinking and to acquire by students the ability to use methods of strategic analysis.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[ZARZMU2_U01] The student has an in-depth ability to interpret socio-economic phenomena and current events in economic policy and economics, independently formulate his own opinions in this area, and propose adequate solutions in the case of changes occurring in these areas.	Student is able to correctly interpret the impact of socio-economic phenomena on the enterprise activities.	[SU2] presentation/project/paper/report
	[ZARZMU2_U03] The student can consider its ethical, social and environmental implications in decision-making. The student can initiate actions for the social environment and public interest.	Student is able to formulate his/her own proposals for changes in the strategic activities of enterprises.	[SU2] presentation/project/paper/report
	[ZARZMU2_U07] The student can search for detailed information to make rational and complex decisions of an operational and strategic nature in enterprises.	Student has the ability to obtain the information necessary to make strategic decisions taking into account the expectations of the different stakeholders of the company.	[SU2] presentation/project/paper/report
	[ZARZMU2_W04] The student has an extended knowledge of the enterprise environment, its factors and changes occurring in this area, as well as the relations, significance and influence of the environment and stakeholders on the functioning of the enterprise. The student has expanded knowledge of tools for diagnosing macro- and micro-environment.	The student has an extended knowledge of the tools used in macro-environmental analysis and sector analysis. The student has an in-depth knowledge of the use of portfolio methods in the strategic analysis of companies.	[SW2] presentation/project/paper/report
	[ZARZMU2_W13] The student has in-depth knowledge of advanced methods and techniques of managerial analysis, supporting the process of economic decision-making, and is familiar with the sources of obtaining data and information in the various fields of social sciences, especially management and quality studies.	The student acquires knowledge of comprehensive and industrial methods of analysing the strategic potential of an enterprise. The student has knowledge of comprehensive methods of strategic analysis to determine the strategic position of an enterprise.	[SW2] presentation/project/paper/report
Subject contents	[ZARZMU2_K05] The student is ready to make an in-depth assessment of phenomena and justify his position through rational, logical and entrepreneurial use of knowledge - basing his assertions and decisions on an in-depth analysis of the information he receives.	Student is able to think in an entrepreneurial way and use the tools of strategic analysis to solve problems.	[SK2] presentation/project/paper/report
	1. Concept, origin, development and scope of strategic analysis 2. PEST analysis 3. Basic tools of strategic analysis 4. Multidimensional portfolio analysis 5. Sector analysis - SWOT/TOWS analysis 6. SPACE analysis		
Prerequisites and co-requisites	Knowledge of Management Fundamentals.		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	Project	51.0%	100.0%
Recommended reading	Basic literature	1. B. Gajdzik, B. Jama, Analiza strategiczna w procesie zarządzania przedsiębiorstwem, Wydawnictwo Politechniki Śląskiej, Gliwice 2010. 2. G. Gierszewska, M. Romanowska, Analiza strategiczna przedsiębiorstwa, PWE, Warszawa 2017. 3. M. Romanowska, Planowanie strategiczne w przedsiębiorstwie, PWE, Warszawa 2017. 4. J.M. Rybicki, Wielowymiarowy model analizy portfelowej, Wydawnictwo Uniwersytetu Gdańskiego, Gdańsk 2000.	

	Supplementary literature	1. M. Tyrańska, J. Walas Trębacz, Wykorzystanie metod analizy strategicznej w przedsiębiorstwie, Wydawnictwo Uniwersytetu Ekonomicznego w Krakowie, Kraków 2010. 2. Zarządzanie strategiczne. Metody analizy strategicznej z przykładami, pod red. Kałkowskiej J., Wydawnictwo Politechniki Poznańskiej, Poznań 2010.
	eResources addresses	Adresy na platformie eNauczanie:
Example issues/ example questions/ tasks being completed	What are the different methods for analysing the macro-environment?What are the scenario methods used for?What are the different methods for analysing the micro-environment?	
Work placement	Not applicable	

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