

## Subject card

|                                             |                                                                                                                                                                                                                                                                                                                                                                       |                                                          |                                         |                                     |         |                                                                                              |     |
|---------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------|-----------------------------------------|-------------------------------------|---------|----------------------------------------------------------------------------------------------|-----|
| Subject name and code                       | Business Development Strategies, PG_00156101                                                                                                                                                                                                                                                                                                                          |                                                          |                                         |                                     |         |                                                                                              |     |
| Field of study                              | Management                                                                                                                                                                                                                                                                                                                                                            |                                                          |                                         |                                     |         |                                                                                              |     |
| Date of commencement of studies             | October 2024                                                                                                                                                                                                                                                                                                                                                          |                                                          | Academic year of realisation of subject |                                     |         | 2026/2027                                                                                    |     |
| Education level                             | undergraduate studies                                                                                                                                                                                                                                                                                                                                                 |                                                          | Subject group                           |                                     |         | Optional subject group<br>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                               | 3                                                                                                                                                                                                                                                                                                                                                                     |                                                          | Language of instruction                 |                                     |         | Polish                                                                                       |     |
| Semester of study                           | 5                                                                                                                                                                                                                                                                                                                                                                     |                                                          | ECTS credits                            |                                     |         | 7.0                                                                                          |     |
| Learning profile                            | academic                                                                                                                                                                                                                                                                                                                                                              |                                                          | Assessment form                         |                                     |         |                                                                                              |     |
| Conducting unit                             | Katedra Strategicznego Rozwoju -> Faculty of Management -> Rektor                                                                                                                                                                                                                                                                                                     |                                                          |                                         |                                     |         |                                                                                              |     |
| Name and surname of lecturer (lecturers)    | Subject supervisor                                                                                                                                                                                                                                                                                                                                                    |                                                          | dr Bartosz Nowak                        |                                     |         |                                                                                              |     |
|                                             | Teachers                                                                                                                                                                                                                                                                                                                                                              |                                                          |                                         |                                     |         |                                                                                              |     |
| Lesson types                                | Lesson type                                                                                                                                                                                                                                                                                                                                                           | Lecture                                                  | Tutorial                                | Laboratory                          | Project | Seminar                                                                                      | SUM |
|                                             | Number of study hours                                                                                                                                                                                                                                                                                                                                                 | 30.0                                                     | 30.0                                    | 15.0                                | 0.0     | 0.0                                                                                          | 75  |
|                                             | 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                                                                                                                                                                                                                                                                                                                                                 | 75                                                       |                                         | 14.0                                |         | 86.0                                                                                         | 175 |
| Subject objectives                          | The aim of the course is to introduce students to issues related to the strategic approach to the development of the enterprise. Students will learn not only the elements of analysis for the purpose of making strategic decisions, but also different types of strategies and ways to implement them in the light of the emergence of new socio-economic concepts. |                                                          |                                         |                                     |         |                                                                                              |     |

| Learning outcomes | Course outcome                                                                                                                                                                                                                                                                                                                          | Subject outcome                                                                                                                                                                                                                                                                                                                | Method of verification                                                                                                                             |
|-------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------|
|                   | [ZARZL3_U05] The student can correctly select and apply advanced methods and tools used in management and quality sciences.                                                                                                                                                                                                             | The student is able to correctly select and apply methods and tools used in management and quality sciences leading him to design new solutions and improve existing ones, in accordance with the adopted assumptions of their implementation and execution.                                                                   | [SU1] oral statement/conversation/discussion<br>[SU4] test/exam - oral or written<br>[SU8] observation of student's independent or team work       |
|                   | [ZARZL3_W13] The student knows advanced methods and techniques of managerial analysis to support the process of economic decision-making, and is familiar with sources of data and information from various fields of social sciences, especially management and quality sciences.                                                      | The student knows the rational model of decision-making with cause-and-effect analysis, and also knows the essence of the credibility of obtaining data and information, is able to obtain them, integrate them, interpret them and critically evaluate them.                                                                  | [SW4] test/exam - oral or written<br>[SW1] oral statement/conversation/discussion<br>[SW5] implementation of a problem task                        |
|                   | [ZARZL3_K04] The student is aware of the need to resolve dilemmas related to the profession. He correctly identifies them.                                                                                                                                                                                                              | The student correctly identifies and resolves dilemmas related to the performance of his or her profession and is able to present, justify and develop his or her attitude.                                                                                                                                                    | [SK1] oral statement/conversation/discussion<br>[SK8] observation of student's independent or team work                                            |
|                   | [ZARZL3_W08] The student has advanced knowledge of enterprise and entrepreneurship, the determinants shaping the effectiveness of economic activity, taking into account regional and international aspects.                                                                                                                            | The student knows and understands at an advanced level the principles of enterprise creation and entrepreneurship, taking into account the key determinants shaping its effectiveness in regional, international and global aspects.                                                                                           | [SW4] test/exam - oral or written<br>[SW1] oral statement/conversation/discussion<br>[SW5] implementation of a problem task                        |
|                   | [ZARZL3_U01] The student is able to correctly interpret socio-economic phenomena, current events in economic policy, economics, as well as to independently formulate his own opinions in this regard and to propose adequate solutions in case of changes occurring in these areas.                                                    | The student is able to correctly interpret socio-economic phenomena, current events in economic policy and economics, and, on their basis, recommend appropriate actions that should be undertaken by the enterprise at the strategic level.                                                                                   | [SU1] oral statement/conversation/discussion<br>[SU8] observation of student's independent or team work                                            |
|                   | [ZARZL3_W04] The student has advanced knowledge of the environment of the enterprise, its factors and changes occurring in this area, as well as the relationship, significance and impact of the environment and stakeholders on the functioning of the enterprise. Knows advanced methods of diagnosing macro- and micro-environment. | The student has basic knowledge about the company's environment, its components, changes taking place in this area, as well as the impact of the environment on economic entities and public administration. Knows the basic methods (Porter's 5 forces model, PEST analysis) of diagnosing the macro - and micro-environment. | [SW4] test/exam - oral or written<br>[SW1] oral statement/conversation/discussion<br>[SW5] implementation of a problem task                        |
|                   | [ZARZL3_W10] The student can identify and understand the mechanism of functional areas in an enterprise, their interrelationships and their role in achieving enterprise goals.                                                                                                                                                         | The student knows how to build a business model of an enterprise, understands the mechanism of operation of functional areas in an enterprise, their mutual relations and role in achieving the enterprise's goals.                                                                                                            | [SW4] test/exam - oral or written<br>[SW1] oral statement/conversation/discussion<br>[SW2] presentation/project/paper/report                       |
|                   | [ZARZL3_W11] The student knows and understands the principles of obtaining and using different types of resources in achieving the development goals of the enterprise.                                                                                                                                                                 | The student knows the principles of acquiring and using resources (material, intangible and human) in achieving the development goals of an enterprise.                                                                                                                                                                        | [SW4] test/exam - oral or written<br>[SW1] oral statement/conversation/discussion                                                                  |
|                   | [ZARZL3_U07] The student is able to search for information necessary in making rational decisions of an operational and strategic nature in enterprises.                                                                                                                                                                                | The student is able to identify key information used to make rational decisions at the strategic level while simultaneously cascading them to the operational and functional levels of the enterprise.                                                                                                                         | [SU1] oral statement/conversation/discussion<br>[SU2] presentation/project/paper/report<br>[SU8] observation of student's independent or team work |
|                   | [ZARZL3_K03] The student knows the need to identify important problems, including economic and social issues, and plan ways to solve them.                                                                                                                                                                                              | The student is able to use theoretical knowledge of management and related disciplines in order to analyse and interpret the causes, course and consequences of complex and unusual economic problems and to plan solutions for them.                                                                                          | [SK1] oral statement/conversation/discussion<br>[SK8] observation of student's independent or team work                                            |

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| Subject contents                | <p>Lecture:</p> <ol style="list-style-type: none"> <li>1. Strategic thinking - essence</li> <li>2. Mission, vision and strategic goals</li> <li>3. Strategic analysis - essence and selected tools</li> <li>4. Business models - introduction</li> <li>5. Business models - overview</li> <li>6. Strategy levels - development strategies</li> <li>7. Strategy levels - competitive strategies</li> <li>8. Strategy levels - functional strategies</li> <li>9. Innovation strategies - building conditions</li> <li>10. Ethical and social dimension of innovation</li> <li>11. Strategy operationalization part I</li> <li>12. Strategy operationalization part II</li> <li>13. Project approach in strategy implementation</li> <li>14. Cultural aspects of project implementation and strategy implementation</li> <li>15. New socio-economic concepts and enterprise development</li> </ol> <p>Exercises:</p> <ol style="list-style-type: none"> <li>1. Strategic thinking profiles of great strategists</li> <li>2. Mission, vision and strategic goals</li> <li>3. Diagnosing the enterprise environment</li> <li>4. Diagnosing strategic potential</li> <li>5. Business models - case studies</li> <li>6. Levels of strategy - development strategies - case studies</li> </ol> |                   |                               |
| Prerequisites and co-requisites | -                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                   |                               |
| Assessment methods and criteria | Subject passing criteria                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | Passing threshold | Percentage of the final grade |
|                                 | Credits completed during exercises and labs                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | 51.0%             | 50.0%                         |
|                                 | Written exam                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | 51.0%             | 50.0%                         |
| Recommended reading             | <p>Basic literature</p> <p>Slywotzky A. J., Morrison D. J., Andelman B., Profit Zone. Strategic Business Models, PWE, Warsaw 2000.</p> <p>Szpringer W., Digital Platforms and the Sharing Economy. Institutional Problems, Poltext, Warsaw 2020.</p> <p>Gierszewska G., Romanowska M., Strategic Analysis of Enterprises, PWE, Warsaw 2016.</p> <p>Romanowska M., Strategic Planning in an Enterprise, PWE, Warsaw 2017.</p> <p>Antonowicz P. (ed.), Managing Enterprise Development. Interactive Management Textbook. Case Study Repository for Students, University of Gdańsk Publishing House, Gdańsk 2020. (chapters: 5, 18, 22)</p> <p>Wysocki R., Effective Project Management. 7th Edition or Subsequent, OnePress, Gliwice 2018.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                   |                               |

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|                                                                | Supplementary literature | <p>Oblój K., The practice of corporate strategy. How to manage the past, cope with the present and create the future, Poltext, Warsaw 2017.</p> <p>Oblój K. Passion and discipline of strategy. How to build a company's success from dreams and decisions. Poltext, Warsaw 2010.</p> <p>Nasierowski W., Formulation of corporate strategy. Classics, Difin 2018.</p> <p>Grant R. M., Contemporary strategy analysis, Nieoczywiste Publishing House 2016.</p> <p>Breznitz D., Innovations in practice: how to build prosperity in an unforgiving world, Centrum Myśli Strategicznych, Sopot 2021.</p> <p>Ostwalder A., Pigneur Y. Business Model Generation: A Handbook for Visioners, Game Changers and Chalangers</p> <p>W. Chan Kim, R. Mauborgne. Blue ocean strategy. Mt Business. 2018</p> |
|                                                                | eResources addresses     | Adresy na platformie eNauczanie:                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| Example issues/<br>example questions/<br>tasks being completed |                          |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| Work placement                                                 | Not applicable           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |

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