University of Gdańsk

Subject card

Subject name and code	Strategic Management, PG_00156702					
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	part-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						
Name and surname of lecturer (lecturers)	Subject supervisor		prof. dr hab. Jacek Rybicki			
	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	The aim of the subject is to familiarize students with strategic management issues.					

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[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.	Student is able to apply methods of strategic analysis in an organisation.	[SU4] test/exam - oral or written
	[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.	Student knows the financial elements of the strategy - business plan.	[SW4] test/exam - oral or written
	[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.	Student is able to analyse the elements of the strategy with respect of business ethics.	[SK4] test/exam - oral or written
	[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.	Student is able to analyze and interpret occurring phenomena, including making conclusions allowing to solve problems.	[SK4] test/exam - oral or written
	[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.	Student has the ability to select potential strategic options.	[SK4] 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.	Student has knowledge of strategic decision-making in organisations.	[SW4] test/exam - oral or written
	[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.	Student is familiar with views on strategic paradoxes.	[SW4] test/exam - oral or written
	[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.	Student is able to formulate the mission and objectives of the organisation.	[SU4] test/exam - oral or written

<table>
<tr><td>Subject contents</td><td colspan="2">Lecture topics:

1. The strategic management process,
2. Vision, mission, strategy,
3. Models of corporate strategy,
4. Planning versus incremental approach to strategy building,
5. Positional versus resource-based approach to strategy building,
6. Macro environment analysis methods,
7. Methods of analysing the competitive environment,
8. Strategic levels and types of strategy,
9. Balanced scorecard.</td></tr>
<tr><td>Prerequisites and co-requisites</td><td colspan="2"></td></tr>
<tr><td>Assessment methods and criteria</td><td colspan="2"><table><tr><th>Subject passing criteria</th><th>Passing threshold</th><th>Percentage of the final grade</th></tr><tr><td>test</td><td>51.0%</td><td>100.0%</td></tr></table></td></tr>
<tr><td rowspan="3">Recommended reading</td><td>Basic literature</td><td>1. B. de Wit, R. Meyer, Synteza strategii, PWE, Warszawa 2007.

2. G. Gierszewska, M. Romanowska, Analiza strategiczna przedsiębiorstwa, PWE, Warszawa 2017.
3. K. Obłój, Strategia organizacji - w poszukiwaniu trwałej przewagi konkurencyjnej, PWE, Warszawa 2014.
4. J. Rokita, Zarządzanie strategiczne, Tworzenie i utrzymywanie przewagi konkurencyjnej, PWE, Warszawa 2005.</td></tr>
<tr><td>Supplementary literature</td><td>1. M E. Porter, Porter o konkurencji, PWE, Warszawa 2001.
2. M. E. Porter, Przewaga konkurencyjna. Osiąganie i utrzymywanie lepszych wyników, Wydawnictwo ONE Press 2006.
3. M. E. Porter, Strategia konkurencji, Metody analizy sektorów i konkurencji, MT Biznes, Warszawa 2006.
4. M. Romanowska, Planowanie strategiczne, PWE, Warszawa 2017.
5. J. Rybicki, Myślenie geometryczne w teorii strategii organizacji, Wydawnictwo Uniwesytetu Gdańskiego, Gdańsk 2013.</td></tr>
<tr><td>eResources addresses</td><td>Adresy na platformie eNauczanie:</td></tr>
<tr><td>Example issues/ example questions/ tasks being completed</td><td colspan="2">1. What is the essence of strategic paradoxes?
2. What is the essence of Porter's Model?
3. What is a differentiation strategy?</td></tr>
<tr><td>Work placement</td><td colspan="2">Not applicable</td></tr>
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