

Subject card

Subject name and code	Strategic Management, PG_00157269						
Field of study	Informatics and Econometrics						
Date of commencement of studies	October 2024		Academic year of realisation of subject		2025/2026		
Education level	Master's 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	2		Language of instruction		Polish		
Semester of study	3		ECTS credits		3.0		
Learning profile	academic		Assessment form		credit		
Conducting unit	Department of Organisation and Management -> Faculty of Management -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		prof. dr hab. Jacek Rybicki				
	Teachers		dr Wojciech Machel				
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		15.0		45.0	75
Subject objectives	The aim of the study is to familiarise students with strategic management issues.						
Learning outcomes	Course outcome		Subject outcome		Method of verification		
	[IiEMU2_K06] The student knows the need for ethical, sustainable and socially responsible behavior in professional and social life. Initiates and organises activities for the social environment and public interest.		The student is able to analyse strategic problems taking into account ethics issues and corporate social responsibility.		[SK4] test/exam - oral or written		
	[IiEMU2_U03] The student is able to identify, to an in-depth degree, the institutional-legal and social constraints on the functioning of economic structures and institutions and reflect them in modeling, forecasting and optimization.		The student has the ability to strategic thinking, taking into account organisation's core activities.		[SU4] test/exam - oral or written		
	[IiEMU2_W02] The student has an in-depth knowledge of economic structures and institutions, the processes taking place in them, the connections between them and their dynamics, and has an in-depth knowledge of the phenomena and processes taking place in their environment.		The student has knowledge of strategic approach, business models and collaborative networks.		[SW4] test/exam - oral or written		
	[IiEMU2_W05] The student has an in-depth knowledge of socio-economic data sources, their databases and how to create them.		Student has knowledge of the impact of changes in the macro- and sectoral environment and on the directions of development of an organisation.		[SW4] test/exam - oral or written		

Subject contents	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.		
Prerequisites and co-requisites	Science of Organization, Basic of Management		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	test	51.0%	100.0%
Recommended reading	Basic literature	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.	
	Supplementary literature	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 Uniwersytetu Gdańskiego, Gdańsk 2013	
	eResources addresses		
Example issues/ example questions/ tasks being completed	1. What is the essence of strategic paradoxes? 2. What is the essence of Porter's Model? 3. What is a differentiation strategy?		
Work placement	Not applicable		

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