

Subject card

Subject name and code	Strategic Management, PG_00157351						
Field of study	Information Science and Econometrics						
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		
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		3.0		
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		15.0		45.0	75
Subject objectives	Familiarizing students with the issues of strategic management. The lectures are focused on acquiring management knowledge from the perspective of ownership or top-level managerial positions. During practical sessions, students work on 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		
	[liEMU2_K03] The student is able to communicate freely with the public inside and outside the workplace, transfer his knowledge and share his skills through various media.		The student has acquired competencies in holistic communication within the field of strategy, particularly in strategic planning using top-down and bottom-up methodologies.		[SK1] oral statement/conversation/discussion [SK5] implementation of a problem task		
	[liEMU2_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 possesses in-depth knowledge of the relationships between various organizations and the socio-economic environment, with particular emphasis on the highest, strategic management perspective.		[SW4] test/exam - oral or written [SW1] oral statement/conversation/discussion		
	[liEMU2_U06] The student is able to forecast complex economic phenomena and processes at an advanced level and check the properties of the obtained forecasts.		The student has acquired the ability to create assumptions and ex-ante predictions related to strategic management methods, particularly on environmental analysis methods.		[SU1] oral statement/conversation/discussion [SU4] test/exam - oral or written		

Subject contents	• Effective leadership the role, characteristics, 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 encouraged to attend all lectures due to the unique curriculum, which focuses on the 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., Kozioł 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 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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