

## Subject card

|                                             |                                                                                                                                                                                   |                                                          |                                         |                                     |                                                |            |     |
|---------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------|-----------------------------------------|-------------------------------------|------------------------------------------------|------------|-----|
| Subject name and code                       | Basis of Strategic Analysis in International Business, PG_00172257                                                                                                                |                                                          |                                         |                                     |                                                |            |     |
| Field of study                              | International Economic Relations                                                                                                                                                  |                                                          |                                         |                                     |                                                |            |     |
| Date of commencement of studies             | October 2025                                                                                                                                                                      |                                                          | Academic year of realisation of subject |                                     | 2027/2028                                      |            |     |
| Education level                             | Bachelor'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                               | 3                                                                                                                                                                                 |                                                          | Language of instruction                 |                                     | Polish                                         |            |     |
| Semester of study                           | 6                                                                                                                                                                                 |                                                          | ECTS credits                            |                                     | 2.0                                            |            |     |
| Learning profile                            | academic                                                                                                                                                                          |                                                          | Assessment form                         |                                     |                                                |            |     |
| Conducting unit                             | Division of International Trade -> Department of International Business -> Faculty of Economics -> Rector                                                                         |                                                          |                                         |                                     |                                                |            |     |
| Name and surname of lecturer (lecturers)    | Subject supervisor                                                                                                                                                                |                                                          | dr Anna Sperska                         |                                     |                                                |            |     |
|                                             | Teachers                                                                                                                                                                          |                                                          |                                         |                                     |                                                |            |     |
| Lesson types                                | Lesson type                                                                                                                                                                       | Lecture                                                  | Tutorial                                | Laboratory                          | Project                                        | Seminar    | SUM |
|                                             | Number of study hours                                                                                                                                                             | 0.0                                                      | 16.0                                    | 0.0                                 | 0.0                                            | 0.0        | 16  |
|                                             | 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                                                                                                                                                             | 16                                                       |                                         | 5.0                                 |                                                | 29.0       | 50  |
| Subject objectives                          | The aim of the course is to familiarize students with various methods of strategic analysis and the possibilities of their application in the strategic analysis of an enterprise |                                                          |                                         |                                     |                                                |            |     |

| Learning outcomes | Course outcome                                                                                                                                                                                                                                                                                   | Subject outcome                                                                                                                                                                                                                                       | Method of verification                                                                          |
|-------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------|
|                   | [MSG3_W07] knows and understands types of economic ties and regularities governing them, including the principles of functioning of the market and the market mechanism, both in the national and international aspect                                                                           | Student knows and understands the types of economic ties and the regularities that govern them                                                                                                                                                        | [SW1] oral statement/<br>conversation/discussion<br>[SW2] presentation/project/paper/<br>report |
|                   | [MSG3_U08] uses basic methods and computer programmes as well as marketing techniques and tools to acquire and analyse data necessary in his/her professional work to diagnose economic processes and make adequate economic decisions                                                           | Student uses basic methods and computer programs to obtain and data analysis necessary to diagnose economic processes and making the right strategic decisions                                                                                        | [SU1] oral statement/conversation/<br>discussion<br>[SU2] presentation/project/paper/<br>report |
|                   | [MSG3_U06] can identify selected risks related to international operations of enterprises and assess their consequences correctly                                                                                                                                                                | Student, using selected strategic analysis tools, is able to identify selected types of risks related to the international operations of enterprises and correctly assess their consequences                                                          | [SU1] oral statement/conversation/<br>discussion<br>[SU2] presentation/project/paper/<br>report |
|                   | [MSG3_U03] can identify and analyse relations between economic entities and public institutions in the national and international environment; using the acquired theoretical knowledge can critically evaluate these relations and indicate directions for their further development or changes | Student is able to identify and analyze connections between economic entities and give advices for their further development or changes                                                                                                               | [SU1] oral statement/conversation/<br>discussion<br>[SU2] presentation/project/paper/<br>report |
|                   | [MSG3_W04] has an advanced knowledge of different types and essential elements of the structures of economic entities and organisations, and public institutions                                                                                                                                 | Student has advanced knowledge of various types of strategic analysis tools                                                                                                                                                                           | [SW1] oral statement/<br>conversation/discussion<br>[SW2] presentation/project/paper/<br>report |
|                   | [MSG3_W05] knows and understands the basic principles of establishing and developing various forms of entrepreneurship                                                                                                                                                                           | Student knows and understands the basic principles of creating and developing selected forms of entrepreneurship based on the selected strategic analysis model                                                                                       | [SW1] oral statement/<br>conversation/discussion<br>[SW2] presentation/project/paper/<br>report |
|                   | [MSG3_W06] knows and understands the relations between economic entities and public institutions functioning in the national, international and intercultural realms                                                                                                                             | Student knows and understands the relationships between business entities                                                                                                                                                                             | [SW1] oral statement/<br>conversation/discussion<br>[SW2] presentation/project/paper/<br>report |
|                   | [MSG3_W15] has an advanced knowledge of management of an economic entity on the international market; knows and understands strategies and marketing tools used in this management                                                                                                               | Student has advanced knowledge of managing a business entity on the international market, knows and understands the principles of strategic analysis and its tools used in business management                                                        | [SW1] oral statement/<br>conversation/discussion<br>[SW2] presentation/project/paper/<br>report |
|                   | [MSG3_U02] can assess economic and social phenomena occurring in an open economy, interpret necessary statistical data and economic indicators, as well as forecast economic phenomena and processes, using standard methods and tools applied in economic sciences                              | Student is able to assess economic and social phenomena taking place in the economy, interpret the necessary statistical data and indicators, as well as forecast economic phenomena and processes using standard strategic analysis models and tools | [SU1] oral statement/conversation/<br>discussion<br>[SU2] presentation/project/paper/<br>report |
|                   | [MSG3_K04] is ready to think and act in an entrepreneurial manner; adapts to new situations and conditions, undertakes challenges of creative thinking; is resilient to failures; can identify threats and assess the risk of their occurrence                                                   | Student is ready to think and act in an entrepreneurial way, and is able to identify threats and assess the risk of their occurrence                                                                                                                  | [SK1] oral statement/conversation/<br>discussion<br>[SK2] presentation/project/paper/<br>report |
|                   | [MSG3_K03] participates in the preparation of economic and social projects; can reconcile legal, economic, ecological, political and social requirements                                                                                                                                         | the student participates in the preparation of business projects and is able to reconcile legal, economic, ecological, political and social requirements                                                                                              | [SK1] oral statement/conversation/<br>discussion<br>[SK2] presentation/project/paper/<br>report |

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|                                 | Course outcome                                                                                                                                                                                                                                                                                                                                                                                                      | Subject outcome                                                                                                                                                                                                                                       | Method of verification                                                                  |
|                                 | [MSGL3_K02] critically assesses the level of his/her knowledge in the field of economics; is willing to deepen and update this knowledge throughout his/her life                                                                                                                                                                                                                                                    | the student critically assesses the level of his or her knowledge in the area of strategic analysis ready to deepen and update this knowledge                                                                                                         | [SK1] oral statement/conversation/discussion<br>[SK2] presentation/project/paper/report |
|                                 | [MSGL3_U01] can correctly interpret and explain economic and social phenomena, analyse their causes, course and connections between these phenomena using the acquired knowledge of economics, finance and international economic relations                                                                                                                                                                         | Student is able to assess economic and social phenomena, analyze their reasons, course and connections between these phenomena, using their knowledge in the field of strategic analysis                                                              | [SU1] oral statement/conversation/discussion<br>[SU2] presentation/project/paper/report |
|                                 | [MSGL3_K01] is ready to recognise the importance of knowledge in the field of economics in the process of identifying and solving economic problems and to consult experts in case of difficulties in solving them independently                                                                                                                                                                                    | Student is ready to recognize the importance of knowledge in the field of strategic analysis the process of identifying and solving problems in international business and seeking the opinion of experts in case of difficulties in solving them     | [SK1] oral statement/conversation/discussion<br>[SK2] presentation/project/paper/report |
|                                 | [MSGL3_W10] knows selected methods and tools, including IT tools and data acquisition techniques, which make it possible to describe and analyse economic entities operating on the international market; knows the processes and phenomena occurring in them and between them, and processes supporting decision-making                                                                                            | Student knows selected methods and tools to describe and analyze economic entities operating on the international market and knows the processes and phenomena occurring within and between them, as well as the processes supporting decision-making | [SW1] oral statement/conversation/discussion<br>[SW2] presentation/project/paper/report |
|                                 | [MSGL3_U04] uses the acquired theoretical knowledge in economics to analyse and evaluate the operation of economic entities on the international market, with particular emphasis on the European Union market                                                                                                                                                                                                      | Student uses the acquired theoretical knowledge to analyze and assess functioning business entities on the international market                                                                                                                       | [SU1] oral statement/conversation/discussion<br>[SU2] presentation/project/paper/report |
| Subject contents                | 1. Introduction to strategic analysis: goals of strategic analysis, application of strategic analysis, classification of tools.<br><br>2. PEST analysis.<br><br>3. Porter's 5 Forces Analysis.<br><br>4. Strategic Groups Map.<br><br>5. Analysis of Key Success Factors.<br><br>6. SWOT analysis.<br><br>7. Other types of analysis: stakeholder analysis, portfolio methods, SPACE analysis, strategic scorecard. |                                                                                                                                                                                                                                                       |                                                                                         |
| Prerequisites and co-requisites | None                                                                                                                                                                                                                                                                                                                                                                                                                |                                                                                                                                                                                                                                                       |                                                                                         |
| Assessment methods and criteria | Subject passing criteria                                                                                                                                                                                                                                                                                                                                                                                            | Passing threshold                                                                                                                                                                                                                                     | Percentage of the final grade                                                           |
|                                 | Activity during classes                                                                                                                                                                                                                                                                                                                                                                                             | 0.0%                                                                                                                                                                                                                                                  | 10.0%                                                                                   |
|                                 | Group project with a presentation                                                                                                                                                                                                                                                                                                                                                                                   | 51.0%                                                                                                                                                                                                                                                 | 90.0%                                                                                   |
| Recommended reading             | Basic literature                                                                                                                                                                                                                                                                                                                                                                                                    | 1. Gierszewska G., Romanowska M., Analiza strategiczna przedsiębiorstwa, PWE, Warszawa, 2021.<br>2. Penc-Pietrzak I., Analiza strategiczna w zarządzaniu firmą. Koncepcja i stosowanie, C.H. Beck, Warszawa 2003.                                     |                                                                                         |
|                                 | Supplementary literature                                                                                                                                                                                                                                                                                                                                                                                            | 1. Mruk H., Strategie marketingowe, Wydawnictwo Akademii Ekonomicznej w Poznaniu, Poznań 2002.<br>2. Nowak M., Controlling działalności marketingowej, PWE, Warszawa 2007.                                                                            |                                                                                         |

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|----------------------------------------------------------------|----------------------|----------------------------------|
|                                                                | eResources addresses | Adresy na platformie eNauczanie: |
| Example issues/<br>example questions/<br>tasks being completed |                      |                                  |
| Work placement                                                 | Not applicable       |                                  |

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