University of Gdańsk

Subject card

Subject name and code	Strategic Analysis of Enterprise, PG_00199073						
Field of study	Economics						
Date of commencement of studies	October 2026		Academic year of realisation of subject		2028/2029		
Education level	Bachelor's 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	3		Language of instruction		Polish		
Semester of study	5		ECTS credits		5.0		
Learning profile	academic		Assessment form		exam		
Conducting unit							
Name and surname of lecturer (lecturers)	Subject supervisor		dr Grzegorz Pawłowski				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	15.0	30.0	0.0	0.0	0.0	45
	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	45		4.0		76.0	125
Subject objectives	1. Preparing students to apply methods of macro-environment analysis 2. Preparing students to apply methods of microenvironment analysis 3. Preparing students to apply methods of analyzing the strategic potential of an enterprise 4. Familiarization with strategic options						

Learning outcomes

Course outcome	Subject outcome	Method of verification
[EKONL3_W01] has advanced knowledge of the nature of social sciences, their place in the system of sciences, knows the role of economic sciences in this system and uses universal economic terminology	E1_W01 The student knows and uses the role of economic sciences in the strategic analysis system universal economic terminology	[SW4] test/exam - oral or written
[EKONL3_U01] can correctly interpret economic and social phenomena and apply knowledge of economics, finance and management sciences to explain economic phenomena	E1_U01 The student is able to correctly interpret economic and social phenomena apply knowledge of economics, finance and management sciences to assessment the competitive environment of the enterprise and its internal potential.	[SU4] test/exam - oral or written
[EKONL3_U02] is able to use the knowledge of theory and data to analyse concrete economic and social processes and phenomena and to analyse these phenomena using methods developed in economics, finance and management sciences	E1_U02 The student is able to use his theoretical knowledge to analyze strategic issues enterprise development factors using methods created in economics, finance and management sciences, and present the results in the project.	[SU2] presentation/project/paper/ report [SU4] test/exam - oral or written
[EKONL3_W04] knows the types of economic and social ties and the regularities governing them	E1_W04 The student knows the types of economic and social ties and is able to indicate their impact on functioning of the enterprise, can investigate this in the project.	[SW4] test/exam - oral or written [SW2] presentation/project/paper/ report
[EKONL3_K01] recognises the importance of economic knowledge in identifying and solving economic problems and of consulting experts when difficulties in solving them independently	E1_K01 The student recognizes the importance of knowledge in the field of economics in the process of identification and strategic solutions to economic problems and taking into account opinions experts in the analysis of strategic directions of enterprise development.	[SK4] test/exam - oral or written

Subject contents

1. The essence and basic concepts of strategic management and strategic analysis. 2. Basic schools of strategic management and their specificity. 3. Elements and structure of strategic management (strategic management). Changes in analytical methods along with changes in thinking paradigms strategic. New "generations" of management and their impact on strategic analysis. 4. Psychological aspects of strategic analysis (four management styles). Practice test. Determinism in management - L. Greiner's model and its limitations. 5. Scenario and non-scenario analysis. Trend extrapolation methods, Delphi, gap analysis, etc. Discontinuous processes and theirs specificity. 6. The use of scenarios in strategic management. Constructing future scenarios (extrapolative and anticipatory). Practical example. 7. Analysis of the market environment (instruments and methods) 8. Analysis of the organization's strategic potential. Resource approach and analysis of key competencies. 9. Auxiliary methods and tools of strategic analysis (dynamic SWOT, stages of TOWS/SWOT analysis, strength analysis and strategic attractiveness). 10. Variant analysis of strategies (types, choices). Basic company development strategies. 11. Knowledge in the strategic management process. 12. Strategic scorecard as a strategy verification tool.

The student discusses the issues of strategic analysis during consultations with the lecturer.

Prerequisites and co-requisites

no requirements

Assessment methods and criteria

Subject passing criteria	Passing threshold	Percentage of the final grade
project	51.0%	50.0%
test	51.0%	50.0%

Recommended reading

Basic literature

1. Gierszewska G., Romanowska M.: Analiza strategiczna przedsiebiorstwa, PWE, Warszawa, 2017.
2. Obłój K, Strategia organizacji, PWE, Warszawa, 2014.
3. Pierscionek Z.: Zarzadzanie strategiczne w przedsiebiorstwie, PWN, Warszawa, 2021.
4. Porter M. E.: Strategia konkurencji, MT Biznes, Warszawa, 2010.

	Supplementary literature	1. Clarke L. , Zarzadzanie zmiana, wyd. Geberthner i spółka, Warszawa 1997. 2. Kaplan R., Norton D., Mapy strategii w biznesie, GWP Gdanskie Wydawnictwo Psychologiczne, Gdansk 2011. 3. Penc-Pietrzak I., Analiza strategiczna w zarzadzaniu firma, Wyd. C.H. Beck, Warszawa 2003. 4. Zimniewicz K., Współczesne koncepcje i metody zarzadzania, PWE, Warszawa, 2009. 5. Glinka B., Pawłowski G., Strategiczne wyzwania rozwoju przedsiebiorstwa w otoczeniu globalnym na przykładzie Omida Logistics Group, "Współczesna Gospodarka", 2016, Vol. 7, nr 3, s. 27-43.
	eResources addresses	
Example issues/ example questions/ tasks being completed	Scenarios of enterprose environment	
Work placement	Not applicable	

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