University of Gdańsk

Subject card

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| Subject name and code | Enterprise Strategies, PG_00199477 | | |
| Field of study | International Economic Relations | | |
| Date of commencement of studies | October 2026 | Academic year of realisation of subject | 2026/2027 |
| Education level | Master's studies | Subject group | Obligatory subject group in the field of study<br>Optional subject group<br>Subject group related to scientific research in the field of study |
| Mode of study | full-time studies | Mode of delivery | at the university |
| Year of study | 1 | Language of instruction | Polish |
| Semester of study | 2 | ECTS credits | 3.0 |
| Learning profile | academic | Assessment form | exam |
| Conducting unit | Division of Global Economy -> Department of Maritime Transport and Seaborne Trade -> Faculty of Economics -> Rector | | |
| Name and surname of lecturer (lecturers) | Subject supervisor | dr Tomasz Gutowski | |
| | Teachers | dr Tomasz Gutowski | |

| Lesson types | Lesson type | Lecture | Tutorial | Laboratory | Project | Seminar | SUM |
|---|---|---|---|---|---|---|---|
| | Number of study hours | 15.0 | 15.0 | 0.0 | 30.0 | 0.0 | 60 |
| | 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 | 60 | 0.0 | 15.0 | 75 |

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| Subject objectives | To familiarize students with the formulation and application of strategies in modern enterprises. The assumption of the course is to focus on practical aspects of the company's strategy |

Learning outcomes

| Course outcome | Subject outcome | Method of verification |
|---|---|---|
| [MSGMU2_W03] knows and understands types of economic ties and the regularities governing them; understands the conditions and principles of the functioning of the market and the market mechanism in the national, international and global aspect | The student has advanced knowledge of various types and significant elements of economic structures and institutions, as well as the relationships that exist between them. | [SW4] test/exam - oral or written<br>[SW1] oral statement/ conversation/discussion |
| [MSGMU2_K04] is ready to think and act in an entrepreneurial manner; adapts to new situations and conditions; undertakes challenges of creative thinking; acquires resilience to failures; assesses risks and threats and finds ways of counteracting their effects | The student is able to complete a project assignment as part of the course. The student consults its assumptions and progress with the course instructor during consultation hours and project sessions. Project sessions are included in the class schedule, while the dates and locations of consultations are published on the website. | [SK2] presentation/project/paper/ report |
| [MSGMU2_W09] has a knowledge of selected areas of the functioning of a modern enterprise in the national and international environment; understands the conditions, principles and consequences of decisions taken in its structures aiming at the development, and the dependencies among enterprises on the international market | The student has knowledge about the functioning of an enterprises and understands the conditions and principles of their development. | [SW1] oral statement/ conversation/discussion |
| [MSGMU2_U10] can accurately select and use sources of information on international economic relations, evaluate, critically analyse and creatively interpret them, and can present them in an innovative way, using advanced information and communication techniques | The student is able to select and use various sources of information and critically evaluate them. | [SU5] implementation of a problem task |
| [MSGMU2_U03] can identify and analyse relations between business entities and institutions in their national and international environment | The student can identify and analyze the interrelationships occurring between economic entities. | [SU5] implementation of a problem task |
| [MSGMU2_U02] can observe, evaluate and critically analyse the causes and course of processes and phenomena taking place in the open economy; can formulate his/her own opinions on the subject, interpret statistical data and economic indicators necessary in this respect, and also forecast economic processes and phenomena using advanced methods and tools applied in economic sciences | The student is able to complete a project assignment as part of the course. The student consults its assumptions and progress with the course instructor during consultation hours and project sessions. Project sessions are included in the class schedule, while the dates and locations of consultations are published on the website | [SU2] presentation/project/paper/ report |
| [MSGMU2_W06] knows and understands the various dilemmas related to globalisation and the formation of contemporary international economic relations | The student understands the process of globalization and its impact on corporate strategies. | [SW4] test/exam - oral or written<br>[SW1] oral statement/ conversation/discussion |
| [MSGMU2_K02] is ready to critically assess the level of acquired knowledge, skills and professional competence in the area of international economic relations | The student is able to apply theoretical knowledge in practice, regarding the operation of economic entities in the international market. | [SK1] oral statement/conversation/ discussion |

<table>
<tr><td>Subject contents</td><td>• Concept of strategy and concepts of strategic management - determinants and principles of strategic management system<br>• Essence of planning and strategic planning in the enterprise<br>• Strategic analysis - as a tool for enterprise development - methods of strategic planning<br>• Classification of applied strategies - basic strategies, organizational unit strategies, functional strategies<br>• Development and implementation of strategy. Strategic control in the enterprise - strategy formulation procedure, process of building enterprise strategy, concept, functions, methods of strategic control, strategic and operational controlling in the enterprise<br>• Functioning and development of a modern enterprise<br>• Vision, mission, goals of business and ecological enterprise<br>• Methods of macroenvironment analysis of the enterprise - examples of companies from selected industries<br>• Overview of the application of sectoral analysis methods in business<br>• Strategies used in business - examples of Polish companies<br>• Contemporary management concepts and strategic management</td></tr>
<tr><td>Prerequisites and co-requisites</td><td>No requirements</td></tr>
<tr><td>Assessment methods and criteria</td><td><table>
<tr><th>Subject passing criteria</th><th>Passing threshold</th><th>Percentage of the final grade</th></tr>
<tr><td>oral exam</td><td>51.0%</td><td>40.0%</td></tr>
<tr><td>project</td><td>51.0%</td><td>60.0%</td></tr>
</table></td></tr>
<tr><td>Recommended reading</td><td><table>
<tr><td>Basic literature</td><td>Recommended reading lists (in Polish version)</td></tr>
<tr><td>Supplementary literature</td><td>Recommended reading lists (in Polish version)</td></tr>
<tr><td>eResources addresses</td><td></td></tr>
</table></td></tr>
<tr><td>Example issues/ example questions/ tasks being completed</td><td>identification and evaluation of strategies used by companiesanswer to the question about the relationship between the implemented strategy and the company's goalsstrategic analysis - selected methods</td></tr>
<tr><td>Work placement</td><td>Not applicable</td></tr>
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