University of Gdańsk

Subject card

Subject name and code	Basis of Strategic Analysis in International Business, PG_00199996						
Field of study	International Economic Relations						
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 Optional subject group Subject group related to scientific research 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	credit			
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	4.0	0.0	20
	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	20		0.0		30.0	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
[MSGL3_U08] uses 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/ discussion [SU2] presentation/project/paper/ report
[MSGL3_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/ discussion [SU2] presentation/project/paper/ report
[MSGL3_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/ conversation/discussion [SW2] presentation/project/paper/ report
[MSGL3_W10] has an advanced understanding of 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 [SW2] 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. The student is able to carry out a project task related to strategic analysis and consults its assumptions and progress with the course instructor during consultations and project sessions. The project sessions are included in the course schedule, and the dates and locations of consultations are published on the University of Gdańsk website.	[SU1] oral statement/conversation/ discussion [SU2] presentation/project/paper/ report

Subject contents

1. Introduction to strategic analysis: goals of strategic analysis, application of strategic analysis, classification of tools.

2. PEST analysis.

3. Porter's 5 Forces Analysis.

4. Strategic Groups Map.

5. Analysis of Key Success Factors.

6. SWOT analysis.

7. Other types of analysis: stakeholder analysis, portfolio methods, SPACE analysis, strategic scorecard.

8. Project work, based on guidelines

<table>
<tr><td>Prerequisites and co-requisites</td><td colspan="3">None</td></tr>
<tr><td>Assessment methods and criteria</td><td colspan="3"><table><tr><th>Subject passing criteria</th><th>Passing threshold</th><th>Percentage of the final grade</th></tr><tr><td>Group project</td><td>51.0%</td><td>90.0%</td></tr><tr><td>Activity during classes</td><td>51.0%</td><td>10.0%</td></tr></table></td></tr>
<tr><td rowspan="3">Recommended reading</td><td>Basic literature</td><td colspan="2">1. Gierszewska G., Romanowska M., Analiza strategiczna przedsiębiorstwa, PWE, Warszawa, 2021.
2. Penc-Pietrzak I., Analiza strategiczna w zarządzaniu firmą. Koncepcja i stosowanie, C.H. Beck, Warszawa 2003.</td></tr>
<tr><td>Supplementary literature</td><td colspan="2">1. Mruk H., Strategie marketingowe, Wydawnictwo Akademii Ekonomicznej w Poznaniu, Poznań 2002.
2. Nowak M. , Controlling działalności marketingowej, PWE, Warszawa 2007.</td></tr>
<tr><td>eResources addresses</td><td colspan="2"></td></tr>
<tr><td>Example issues/ example questions/ tasks being completed</td><td colspan="3"></td></tr>
<tr><td>Work placement</td><td colspan="3">Not applicable</td></tr>
</table>

Document generated electronically. Does not require a seal or signature.