

Subject card

Subject name and code	Organizational Development Strategies, PG_00200259						
Field of study	Archaeology, History						
Date of commencement of studies	October 2026		Academic year of realisation of subject		2027/2028		
Education level	Master's studies		Subject group		Obligatory subject group in the field of study Humanistic-social subject group		
Mode of study	full-time studies		Mode of delivery		at the university		
Year of study	2		Language of instruction		Polish		
Semester of study	4		ECTS credits		2.0		
Learning profile	academic		Assessment form		credit		
Conducting unit	Department of Organisation and Management -> Faculty of Management -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		dr Emilia Dobrowolska				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	30.0	0.0	0.0	0.0	0.0	30
	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	30		2.0		18.0	50
Subject objectives	The aim of the course is to develop students' skills in comprehensive strategic analysis and in creating, implementing, and monitoring long-term strategies that allow organizations to achieve and maintain a competitive advantage.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[HISTMU2_U09] The student is able to independently plan and implement their own lifelong learning and consciously develop their professional and research competences	The student is aware that the process of developing, implementing and monitoring an organisation's strategy requires constant readiness to develop professional competences and engage in lifelong learning.	[SU2] presentation/project/paper/report
	[HISTMU2_W09] Knows and understands the principles governing the functioning, establishment and development of various forms of entrepreneurship.	The student is able to analyze the conditions of the strategic management process in an entrepreneurial manner and apply the knowledge of the role and function of a manager in an organization in practice.	[SW4] test/exam - oral or written
	[ARCHMU2_W09] Knows and understands the principles of establishing, functioning and strategically developing various forms of organisation, including entrepreneurship	The student has expanded knowledge of the impact of the company's environment on the strategic management process, which is crucial for organizational development.	[SW4] test/exam - oral or written
	[ARCHMU2_U07] Is able to interact with others in a teamwork and take a leading role	The student cooperates in a team and uses acquired communication skills, which allows him/her to become a team leader and efficiently diagnose changes in the business	[SU2] presentation/project/paper/report
	[HISTMU2_K05] The student is ready to think and act in an entrepreneurial way	The student develops an attitude of entrepreneurial thinking and acquires the ability to openly express their opinions and provide arguments when setting strategic goals.	[SK2] presentation/project/paper/report
	[ARCHMU2_K05] Is ready to think and act in an entrepreneurial manner, in particular to initiate activities aimed at the development of an organisation	The student develops an attitude of entrepreneurial thinking, which allows him/her to take a creative approach to designing strategy for the organization.	[SK2] presentation/project/paper/report
Subject contents	1. Introduction to the strategic management process - strategic thinking 2. Vision, mission, strategy 3. Planning versus incremental approach to strategy building 4. Positional versus resource-based approach to strategy building 5. Macro-environment analysis methods 6. Methods of analysing the competitive environment 7. Assessment of the strategic position of an organisation - Key success factor analysis, map of strategic groups 8. SWOT analysis 9. Portfolio analysis 10. Tools for implementation and control of strategy execution		
Prerequisites and co-requisites	Bachelors study graduation.		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	project presentation	51.0%	50.0%
	test	51.0%	50.0%
Recommended reading	Basic literature	1. B. de Wit, R. Meyer, Synteza strategii, PWE, Warszawa 2007. 2. G. Gierszewska, M. Romanowska, Analiza strategiczna przedsiębiorstwa, PWE, Warszawa 2017. 3. R.S. Kaplan, D.P. Norton, Strategiczna karta wyników. Jak przełożyć strategię na działanie, PWN, Warszawa 2001. 4. K. Obłój, Strategia organizacji - w poszukiwaniu trwałej przewagi konkurencyjnej, PWE, Warszawa 2014. 5. J. Rokita, Zarządzanie strategiczne, Tworzenie i utrzymywanie przewagi konkurencyjnej, PWE, Warszawa 2005.	

	Supplementary literature	1. M E. Porter, Porter o konkurencji, PWE, Warszawa 2001. 2. M. E. Porter, Przewaga konkurencyjna. Osiąganie i utrzymywanie lepszych wyników, Wydawnictwo ONE Press 2006. 3. M. E. Porter, Strategia konkurencji, Metody analizy sektorów i konkurencji, MT Biznes, Warszawa 2006. 4. M. Romanowska, Planowanie strategiczne, PWE, Warszawa 2017. 5. J. Rybicki, Myślenie geometryczne w teorii strategii organizacji, Wydawnictwo Uniwersytetu Gdańskiego, Gdańsk 2013.
	eResources addresses	
Example issues/ example questions/ tasks being completed	1. What methods are used to analyze the macroenvironment? 2. What methods are used to analyze the competitive environment? 3. What are the mission statements functions in an organization? 4. What is the purpose of a balanced scorecard? 5. What is the essence of SWOT analysis?	
Work placement	Not applicable	

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