



## Subject card

Subject name and code	Are you a Strategic Thinker? Strategic Management and Innovation in a nutshell						
Field of study	-----						
Date of commencement of studies	February 2024			Academic year of realisation of subject		2024/2025	
Education level	postgraduate studies			Subject group		Obligatory subject group in the field of study Subject group related to scientific research in the field of study	
Mode of study	Full-time studies			Mode of delivery		online	
Year of study	-----			Language of instruction		English	
Semester of study	-----			ECTS credits		2.0	
Learning profile	general academic / practical profile			Assessment form		assessment	
Conducting unit							
Name and surname of lecturer (lecturers)	Subject supervisor			Dr inż. Marita McPhillips			
	Teachers			Dr inż. Marita McPhillips			
Lesson type and method of instruction	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: 30.0 E-learning source addresses:						
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 course introduces frameworks and tools of strategic management. Concepts such as value creation, product diversification, clustering and open innovation will be explored to understand how entrepreneurs manage innovation inside and outside of the boundaries of organizations. The course will also introduce insights and tools from fields such as entrepreneurship, marketing and management.						
Learning outcomes	Course outcome		Subject outcome			Method of verification	
	[K7_U71] is able to apply knowledge from humanistic, social, economic or legal sciences in order to solve problems		Knows and is able to apply methods and tools for the description and analysis of problems and areas of activity of the organization and its environment, and the assessment of their usefulness and effectiveness.			[SU3] Assessment of ability to use knowledge gained from the subject	
	[K7_K71] is able to explain the need to apply knowledge from humanistic, social, economic or legal sciences in order to function in a social environment		Understands the social and economic context of the strategic process. Can define and explain the ethical consequences of strategic decisions.			[SK5] Assessment of ability to solve problems that arise in practice	
[K7_W71] has general knowledge in humanistic, social, economic or legal sciences, including their fundamentals and applications		Defines the basic concepts related to the processes of: strategic management, innovation and entrepreneurship.			[SW1] Assessment of factual knowledge		
Subject contents	<ul style="list-style-type: none"> <li>• Strategic Management</li> <li>• Strategic Positioning on the market</li> <li>• Strategy Design and Implementation</li> <li>• Entrepreneurship and start-up formation</li> <li>• Business model</li> <li>• Innovation, Creativity and Design thinking</li> <li>• Innovation and Technology transfer</li> <li>• Open innovation</li> <li>• Networking</li> <li>• Financing innovation</li> <li>• Sustainable and responsible innovation</li> <li>• Ethical issues</li> <li>• Opportunities and threats of AI in business</li> </ul>						

	Teaching includes lecture-style classes, discussions and activities during classes. A short (10-questions) on-line quiz at the end of semester(on eNauczenie plattform).		
Prerequisites and co-requisites			
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	Activity during classes	80%	40%
	Quiz	60%	60%
Recommended reading	Basic literature	Grant, R.M.Contemporary Strategy Analysis Text Only (9th Edition). Chichester: John Wiley and Sons. 2016 <b>or later edition</b>	
	Supplementary literature	Schilling, Melissa A.Strategic management of technological innovation. McGraw-Hill, New York. (4th or later edition).	
	eResources addresses		
Example issues/ example questions/ tasks being completed	<p>Discuss firm positioning in the context of different markets and industries.</p> <p>Discuss basic concepts of innovation and the management of innovation.</p> <p>Identify sources for creative ideas for companies.</p> <p>Discuss the causes and effects of the introducing innovation in an organization.</p> <p>Discuss the ethical implications of strategic and innovation decision.</p>		
Work placement	Not applicable		