



Subject name and code	<i>Are you a Strategic Thinker? Strategic Management and Innovation in a nutshell</i>						
Field of study	-----						
Date of commencement of studies	February 2026	Academic year of realisation of subject		2025/2026			
Education level	I	Subject group		Humanistic-social science subject			
Mode of study	Full-time study	Mode of delivery		E-learning			
Year of study	-----	Language of instruction		English			
Semester of study	-----	ECTS credits		2			
Learning profile	General academic	Assessment form		Assessment			
Conducting unit	<i>Faculty of Management and Economic</i>						
Name and surname of lecturer (lecturers)	Subject supervisor		<i>Dr inż. Marita McPhillips</i>				
	Teachers		<i>Dr inż. Marita McPhillips</i>				
Lesson type	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	30	0	0	0	0	30
	E-learning hours included: 30						
	eNauczanie PG 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		18	50
Subject objectives	The course introduces frameworks and tools of strategic and innovation 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_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		<i>Understands the social and economic context of the strategic and innovation process. Can define and explain the ethical consequences of strategic decisions.</i>		<i>[SK5] Assessment of ability to solve problems that arise in practice</i>		
	[K7_W71] has general knowledge in humanistic, social, economic or legal sciences, including their fundamentals and applications		<i>Defines the basic concepts related to the processes of: strategic management, innovation and entrepreneurship.</i>		<i>[SW1] Assessment of factual knowledge</i>		
[K7_U71] is able to apply knowledge from humanistic, social, economic or legal sciences in order to solve problems		<i>Is able to apply methods and tools for the strategic analysis of problems and innovation activity of the organization and its environment, and the assessment of their usefulness and effectiveness.</i>		<i>SU3] Assessment of ability to use knowledge gained from the subject</i>			

Subject contents	<ul style="list-style-type: none"> • <i>Strategic Management</i> • <i>Strategic Positioning on the market</i> • <i>Strategy Design and Implementation</i> • <i>Entrepreneurship and start-up formation</i> • <i>Business model</i> • <i>Innovation, Creativity and Design thinking</i> • <i>Technology transfer</i> • <i>Open innovation</i> • <i>Networking</i> • <i>Financing innovation</i> • <i>Sustainable and responsible innovation</i> • <i>Ethical issues</i> • <i>Strategic opportunities and threats of AI in business</i> <p><i>Teaching includes lecture-style classes, discussions and activities during classes, and a short (10-questions) on-line quiz at the end of semester (on eNauczenie platform).</i></p>
	<Subject contents <i>Tutorial</i> > not applicable
	<Subject contents <i>Laboratory</i> > not applicable
	<Subject contents <i>Project</i> > not applicable



**GDAŃSK UNIVERSITY
OF TECHNOLOGY**

	<Subject contents <i>Seminar</i> > not applicable		
Prerequisites and co-requisites	<Prerequisites and co-requisites> not applicable		
Assessment methods and quantitative criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	Quiz (10-questions, on-line quiz at the end of semester on eNauczenie platform)	60%	60%
	Activity during classes (discussions and short cases)	80%	40%
Recommended reading	Basic literature	<i>Grant, R.M. Contemporary Strategy Analysis Text Only. Chichester: John Wiley and Sons. 2021 or later edition</i>	
	Supplementary literature	<i>Schilling, Melissa A. Strategic management of technological innovation. McGraw-Hill, New York. (5th or later edition).</i>	
	eResources addresses	not applicable	
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>		
Practical activities within the subject	not applicable		