



## Subject card

Subject name and code	STRATEGIC MANAGEMENT, PG_00037865						
Field of study	Management						
Date of commencement of studies	October 2022	Academic year of realisation of subject			2022/2023		
Education level	second-cycle 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			at the university		
Year of study	1	Language of instruction			English		
Semester of study	2	ECTS credits			4.0		
Learning profile	general academic profile	Assessment form			exam		
Conducting unit	Department of Entrepreneurship and Business Law -> Faculty of Management and Economics						
Name and surname of lecturer (lecturers)	Subject supervisor	dr Joanna Szulc					
	Teachers	dr Joanna Szulc					
Lesson types and methods of instruction	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	30.0	15.0	0.0	0.0	0.0	45
	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	45	5.0	50.0	100		
Subject objectives	The course is intended to provide students with a pragmatic approach that will guide the formulation and implementation of corporate, business, and functional strategies. Moreover, this course focuses on some important current issues in strategic management such as modern analytical approaches and enduring successful strategic practices. This is further associated with managerial decisions and actions that affect the performance and survival of business enterprises.						
Learning outcomes	Course outcome	Subject outcome			Method of verification		
	[K7_U05] selects appropriate methods and tools to describe and analyse the problems and areas of activity of the organization and its environment and assess their usefulness and effectiveness, with particular emphasis on their application in government, local government and non-profit organizations	Acquires the ability to take a general management perspective in analyzing companies. Acquires the ability to think critically and strategically in a holistic way.			[SU3] Assessment of ability to use knowledge gained from the subject		
	[K7_W08] has an in-depth knowledge of selected methods and techniques supporting economic decision-making processes	Knows the methods and tools of the strategic analysis. Identifies those which are the most adapted in the concrete situation for building the competitive advantage.			[SW3] Assessment of knowledge contained in written work and projects		
	[K7_W11] has an in-depth knowledge of the creation, operation and design of management structures and systems and their improvement in the process of achieving objectives	Knows methods for perfecting management processes for the delivery of strategic objectives.			[SW2] Assessment of knowledge contained in presentation [SW1] Assessment of factual knowledge		

Subject contents	<p>Fundamentals of Strategic Management</p> <p>Industry Competition</p> <p>The External Environment: Political-Legal and Economic Forces</p> <p>The External Environment: Social and Technological Forces</p> <p>The Organization: Ethics and Corporate Social Responsibility</p> <p>Corporate-Level Strategies</p> <p>Business Unit Strategies</p> <p>Functional Strategies</p> <p>Mid-term revision</p> <p>Strategy Formulation</p> <p>Strategy Execution</p> <p>Strategic Control and Crisis Management</p> <p>Culture, and Leadership</p> <p>Revision</p> <p>Tutorials/Exercises: discussion, tasks, case studies</p>																	
Prerequisites and co-requisites																		
Assessment methods and criteria	<table border="1"> <thead> <tr> <th data-bbox="453 1352 794 1379">Subject passing criteria</th> <th data-bbox="799 1352 1141 1379">Passing threshold</th> <th data-bbox="1145 1352 1485 1379">Percentage of the final grade</th> </tr> </thead> <tbody> <tr> <td data-bbox="453 1386 794 1413">Entry test</td> <td data-bbox="799 1386 1141 1413">60.0%</td> <td data-bbox="1145 1386 1485 1413">10.0%</td> </tr> <tr> <td data-bbox="453 1420 794 1447">Exam</td> <td data-bbox="799 1420 1141 1447">60.0%</td> <td data-bbox="1145 1420 1485 1447">30.0%</td> </tr> <tr> <td data-bbox="453 1453 794 1480">Group report</td> <td data-bbox="799 1453 1141 1480">60.0%</td> <td data-bbox="1145 1453 1485 1480">10.0%</td> </tr> <tr> <td data-bbox="453 1487 794 1514">Group presentation</td> <td data-bbox="799 1487 1141 1514">60.0%</td> <td data-bbox="1145 1487 1485 1514">50.0%</td> </tr> </tbody> </table>			Subject passing criteria	Passing threshold	Percentage of the final grade	Entry test	60.0%	10.0%	Exam	60.0%	30.0%	Group report	60.0%	10.0%	Group presentation	60.0%	50.0%
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Example issues/ example questions/ tasks being completed	Apply Porters typology to a given industry; Discuss the means through which low-cost and differentiation strategies can be combined; Identify and discuss the four categories of macroenvironmental forces based on a specific example
Work placement	Not applicable