



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						
STRATEGIC MANAGEMENT - Moodle ID: 29235 https://enauzanie.pg.edu.pl/moodle/course/view.php?id=29235							
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="456 1352 794 1375">Subject passing criteria</th> <th data-bbox="799 1352 1137 1375">Passing threshold</th> <th data-bbox="1142 1352 1481 1375">Percentage of the final grade</th> </tr> </thead> <tbody> <tr> <td data-bbox="456 1382 794 1404">Entry test</td> <td data-bbox="799 1382 1137 1404">60.0%</td> <td data-bbox="1142 1382 1481 1404">10.0%</td> </tr> <tr> <td data-bbox="456 1411 794 1433">Exam</td> <td data-bbox="799 1411 1137 1433">60.0%</td> <td data-bbox="1142 1411 1481 1433">30.0%</td> </tr> <tr> <td data-bbox="456 1440 794 1462">Group report</td> <td data-bbox="799 1440 1137 1462">60.0%</td> <td data-bbox="1142 1440 1481 1462">10.0%</td> </tr> <tr> <td data-bbox="456 1469 794 1491">Group presentation</td> <td data-bbox="799 1469 1137 1491">60.0%</td> <td data-bbox="1142 1469 1481 1491">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%
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%																
Recommended reading	<p>Basic literature</p> <p>Supplementary literature</p> <p>eResources addresses</p>	<p>Hitt, M., Ireland, R. and Hoskisson, R. 2010. Strategic Management: Competiveness and Globalization Concepts, Cincinnati, OH: Southwestern College Publishing. 9th edition</p> <p>Parnell, J. 2013 Strategic Management: Theory and Practice. Sage: London. 4th ed.</p> <p>+ academic articles shared during the classes</p> <p>Lynch, R. Strategic Management, 2021 , Pearson Education Limited, 9th edition, Harlow, United Kingdom</p> <p>+ academic articles shared during the classes</p>																

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