



Subject card

Subject name and code	STRATEGIC PLANNING, PG_00037095						
Field of study	Economic Analytics						
Date of commencement of studies	October 2022		Academic year of realisation of subject		2023/2024		
Education level	second-cycle studies		Subject group		Optional subject group 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	2		Language of instruction		Polish		
Semester of study	4		ECTS credits		3.0		
Learning profile	general academic profile		Assessment form		exam		
Conducting unit	Department of Management -> Faculty of Management and Economics						
Name and surname of lecturer (lecturers)	Subject supervisor		dr inż. Marita McPhillips				
	Teachers		dr inż. Marita McPhillips				
Lesson types and methods of instruction	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	15.0	15.0	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		6.0		39.0	75
Subject objectives	Aim of the course is to give the students the knowledge, skills and competence in the field of strategic planning.						
Learning outcomes	Course outcome		Subject outcome		Method of verification		
	[K7_K01] understands the need for continuous learning and, in particular, for advanced and modern tools for data analysis		Student improves the ability to use the instrument analyzes the macro and competitive environment and the construction of scenarios and strategic plans.		[SK2] Assessment of progress of work		
	[K7_W15] has an in-depth knowledge of the processes taking place in the company and the risks associated with it		Student deepens knowledge about changes in the environment and the company. He can perceive and assess risks in the business		[SW1] Assessment of factual knowledge		
	[K7_U03] can identify and analyse the causes and course of specific economic processes and phenomena as well as propose solutions based on them		The student knows how to perform the analysis of the environment and the company and build scenarios and long-term plans.		[SU1] Assessment of task fulfilment [SU4] Assessment of ability to use methods and tools		
Subject contents	1) The term business concept 2) Subject of Strategic Planning 3) analyzes: a) macro-environment, b) the competitive environment, c) the potential of strategic enterprises 4) Construction of scenarios 5) Construction of a strategic plan 6) Implementation and control of the strategic plan						
Prerequisites and co-requisites	Management						
Assessment methods and criteria	Subject passing criteria		Passing threshold		Percentage of the final grade		
	Exam result		60.0%		60.0%		
	The rating exercise		60.0%		40.0%		

Recommended reading	Basic literature	<p>1) M. Romanowska, Planowanie strategiczne w przedsiębiorstwie, PWE, Warszawa 2009</p> <p>2) Kees van der Heijden, Planowanie scenariuszowe w zarządzaniu strategicznym, Dom Wydawniczy ABC & Oficyna Ekonomiczna, Kraków 2000</p>
	Supplementary literature	<p>G. Gierszewska, M. Romanowska, Analiza strategiczna przedsiębiorstwa, PWE, Warszawa 2009</p> <p>2) Hartum Kreikebaum, Strategiczne Planowanie w przedsiębiorstwie, Wydawnictwo Naukowe PWN, Warszawa 1997</p> <p>3) T. T. Kaczmarek, Ryzyko i zarządzanie ryzykiem. Ujęcie interdyscyplinarne, Difin, Warszawa 2005</p> <p>4) A. Kosieradzka, Metody i techniki pobudzania kreatywności, edu-Libri, Kraków Warszawa 2013</p> <p>5) H. Bieniok, G. Gruszczyńska Malec, G. Królik, Techniki kreatywnego myślenia, Wydawnictwo Uniwersytetu Ekonomicznego w Katowicach, Katowice 2013</p>
	eResources addresses	<p>Adresy na platformie eNauczanie:</p> <p>Planowanie Strategiczne STACJ 23/24 - Moodle ID: 37344</p> <p>https://enauczanie.pg.edu.pl/moodle/course/view.php?id=37344</p>
Example issues/ example questions/ tasks being completed	<p>Please indicate the types of scenarios</p> <p>Please specify the types of business environment</p> <p>What is SWOT analysis?</p>	
Work placement	Not applicable	