



Subject card

Subject name and code	STRATEGIC MANAGEMENT, PG_00061001						
Field of study	Management, Management						
Date of commencement of studies	October 2024		Academic year of realisation of subject		2024/2025		
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	Part-time studies		Mode of delivery		at the university		
Year of study	1		Language of instruction		Polish		
Semester of study	2		ECTS credits		4.0		
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	16.0	16.0	0.0	0.0	0.0	32
	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	32		7.0		61.0	100
Subject objectives	Creating an organization's strategic plan using appropriate methods and reliable data from the organization and its environment						
Learning outcomes	Course outcome		Subject outcome		Method of verification		
	[K7_K02] makes competent and ethical decisions, taking care of the public interest and maintaining economic, social and environmental values		implements developed strategies by making competent and ethical decisions, ensuring the maintenance of economic, social and environmental values		[SK5] Assessment of ability to solve problems that arise in practice		
	[K7_W04] analyzes complex management problems in an in-depth way on the basis of reliable data and properly selected methods, obtaining logical solutions		analyzes the processes of strategic management in an in-depth way, using appropriate methods of strategic problem analysis, appropriate for the relevant areas of the organization		[SW1] Assessment of factual knowledge		
Subject contents	LECTURE Strategic planning as an element of the strategic management proces Strategic analysis as the basis for building a strategic plan Macro-environment analysis Analysis of the competitive environment Analysis of the strategic potential of the organization Strategic change management Types of contemporary development strategies Strategic controlling						
Prerequisites and co-requisites							

Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	Exam	60.0%	60.0%
	Practical exercises and activity	80.0%	40.0%
Recommended reading	Basic literature	Ciszewska-Mlinarič, M., Oblój, K., Wąsowska, A., & Doradztwo Wydawnicze GAB Grzegorz Boguta Wydawca. (2021). <i>Strategia korporacji / Mariola Ciszewska-Mlinarič, Krzysztof Oblój, Aleksandra Wąsowska</i> . (Wydanie II.). Wydawnictwo Nieoczywiste.	
		Nasierowski, W., & Difin Wydawca. (2018). <i>Formułowanie strategii przedsiębiorstwa: klasyka / Wojciech Nasierowski</i> . Difin.	
	Supplementary literature	Czakon, W., & Polskie Wydawnictwo Ekonomiczne Wydawca. (2024). <i>Jak powstają wielkie strategie?: i dlaczego nie wszystkie muszą być wielkie / Wojciech Czakon</i> . Polskie Wydawnictwo Ekonomiczne.	
	eResources addresses	Adresy na platformie eNauczanie: Zarządzanie Strategiczne NIESTACJ LATO 24/25 - Moodle ID: 43878 https://enauczanie.pg.edu.pl/moodle/course/view.php?id=43878	
Example issues/ example questions/ tasks being completed	Types of Corporate StrategyTypes of Microenvironment Analysis		
Work placement	Not applicable		

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