



Subject card

Subject name and code	STRATEGIC MANAGEMENT, PG_00061106						
Field of study	Management						
Date of commencement of studies	October 2023	Academic year of realisation of subject			2023/2024		
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 Management -> 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	6.0		49.0		100
Subject objectives	Develops the organization's strategy on the basis of an in-depth analysis using various methods, making responsible decisions based on the interpretation of the results obtained						
Learning outcomes	Course outcome	Subject outcome			Method of verification		
	[K7_W04] analyzes complex 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		
	[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 on the organizational form of enterprises and other institutions, ensuring the maintenance of economic, social and environmental values			[SK5] Assessment of ability to solve problems that arise in practice		

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>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>The Organization: Ethics and Corporate Social Responsibility</p> <p>Culture, and Leadership</p> <p>Revision activities</p> <p>Q&A</p>														
Prerequisites and co-requisites															
Assessment methods and criteria	<table border="1"> <thead> <tr> <th data-bbox="456 1348 794 1375">Subject passing criteria</th> <th data-bbox="801 1348 1139 1375">Passing threshold</th> <th data-bbox="1145 1348 1482 1375">Percentage of the final grade</th> </tr> </thead> <tbody> <tr> <td data-bbox="456 1384 794 1411">Group presentation</td> <td data-bbox="801 1384 1139 1411">60.0%</td> <td data-bbox="1145 1384 1482 1411">25.0%</td> </tr> <tr> <td data-bbox="456 1420 794 1447">Exam</td> <td data-bbox="801 1420 1139 1447">60.0%</td> <td data-bbox="1145 1420 1482 1447">50.0%</td> </tr> <tr> <td data-bbox="456 1456 794 1482">Mid-term test</td> <td data-bbox="801 1456 1139 1482">60.0%</td> <td data-bbox="1145 1456 1482 1482">25.0%</td> </tr> </tbody> </table>			Subject passing criteria	Passing threshold	Percentage of the final grade	Group presentation	60.0%	25.0%	Exam	60.0%	50.0%	Mid-term test	60.0%	25.0%
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Recommended reading	Basic literature	<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>scientific articles shared during classes</p>													
	Supplementary literature	<p>Lynch, R. Strategic Management, 2021 , Pearson Education Limited, 9th edition, Harlow, United Kingdom</p> <p>scientific articles shared during classes</p>													
	eResources addresses	<p>Adresy na platformie eNauczanie:</p> <p>STRATEGIC MANAGEMENT 23 24 - Moodle ID: 37830</p> <p>https://enauzanie.pg.edu.pl/moodle/course/view.php?id=37830</p>													
Example issues/ example questions/ tasks being completed	<p>Apply Porter's typology to your chosen industry</p> <p>Discuss ways to combine low-cost strategies and differentiation</p> <p>Identify and discuss four categories of macro-environmental forces using a specific example</p>														
Work placement	Not applicable														