



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	Fundamentals of Strategic Management		
	Industry Competition		
	The External Environment: Political-Legal and Economic Forces		
	The External Environment: Social and Technological Forces		
	Corporate-Level Strategies		
	Business Unit Strategies		
	Functional Strategies		
	Mid-term revision		
	Strategy Formulation		
	Strategy Execution		
	Strategic Control and Crisis Management		
	The Organization: Ethics and Corporate Social Responsibility		
	Culture, and Leadership		
	Revision activities		
	Q&A		
Prerequisites and co-requisites			
Assessment methods and criteria	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%
Recommended reading	Basic literature	Hitt, M., Ireland, R. and Hoskisson, R. 2010. Strategic Management: Competiveness and Globalization Concepts, Cincinnati, OH: Southwestern College Publishing. 9th edition Parnell, J. 2013 Strategic Management: Theory and Practice. Sage: London. 4th ed. scientific articles shared during classes	
	Supplementary literature	Lynch, R. Strategic Management, 2021 , Pearson Education Limited, 9th edition, Harlow, United Kingdom scientific articles shared during classes	
	eResources addresses	Adresy na platformie eNauczanie: STRATEGIC MANAGEMENT 23 24 - Moodle ID: 37830 https://enauczanie.pg.edu.pl/moodle/course/view.php?id=37830	
Example issues/ example questions/ tasks being completed	Apply Porter's typology to your chosen industry Discuss ways to combine low-cost strategies and differentiation Identify and discuss four categories of macro-environmental forces using a specific example		
Work placement	Not applicable		

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