



Subject card

Subject name and code	Are you a Strategic Thinker? Strategic Management and Innovation in a nutshell, PG_00062154						
Field of study	Technical Physics						
Date of commencement of studies	February 2023	Academic year of realisation of subject	2023/2024				
Education level	second-cycle studies	Subject group					
Mode of study	Full-time studies	Mode of delivery	e-learning				
Year of study	1	Language of instruction	English				
Semester of study	2	ECTS credits	2.0				
Learning profile	general academic profile	Assessment form	assessment				
Conducting unit	Department of Entrepreneurship and Business Law -> 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	30.0	0.0	0.0	0.0	0.0	30
	E-learning hours included: 30.0						
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	2.0	18.0	50		
Subject objectives	The course introduces frameworks and tools of strategic management. Concepts such as value creation, product diversification, clustering and open innovation will be explored to understand how entrepreneurs manage innovation inside and outside of the boundaries of organizations. The course will also introduce insights and tools from fields such as entrepreneurship, marketing and management.						
Learning outcomes	Course outcome	Subject outcome	Method of verification				
	[K7_K71] is able to explain the need to apply knowledge from humanistic, social, economic or legal sciences in order to function in a social environment	Understands the social and economic context of the strategic process. Defines and explains the ethical consequences of strategic decisions.	[SK5] Assessment of ability to solve problems that arise in practice				
	[K7_U71] is able to apply knowledge from humanistic, social, economic or legal sciences in order to solve problems	Applies methods and tools for the description and analysis of problems and areas of activity of the organization and its environment, and assesses their usefulness and effectiveness.	[SU3] Assessment of ability to use knowledge gained from the subject				
	[K7_W71] has general knowledge in humanistic, social, economic or legal sciences, including their fundamentals and applications	Defines the basic concepts related to the processes of: strategic management, innovation and entrepreneurship.	[SW1] Assessment of factual knowledge				

Subject contents	<p>Strategic Management</p> <p>Strategy Analysis</p> <p>Strategic Positioning on the market</p> <p>Strategy Design and Implementation</p> <p>Entrepreneurship and start-up formation</p> <p>Business model</p> <p>Innovation, Creativity and Design thinking</p> <p>Innovation and Technology transfer</p> <p>Open innovation</p> <p>Networking</p> <p>Financing innovation</p> <p>Sustainable and responsible innovation</p> <p>Ethical issues</p> <p>Teaching includes lecture-style classes, discussions, few small tasks using online collaboration tools, writing final test (quiz style)</p> <p>Students are expected to actively participate in class.</p>											
Prerequisites and co-requisites												
Assessment methods and criteria	<table border="1"> <thead> <tr> <th data-bbox="456 1375 794 1406">Subject passing criteria</th> <th data-bbox="801 1375 1139 1406">Passing threshold</th> <th data-bbox="1145 1375 1482 1406">Percentage of the final grade</th> </tr> </thead> <tbody> <tr> <td data-bbox="456 1411 794 1442">Final test</td> <td data-bbox="801 1411 1139 1442">60.0%</td> <td data-bbox="1145 1411 1482 1442">70.0%</td> </tr> <tr> <td data-bbox="456 1447 794 1473">In-class activities</td> <td data-bbox="801 1447 1139 1473">60.0%</td> <td data-bbox="1145 1447 1482 1473">30.0%</td> </tr> </tbody> </table>			Subject passing criteria	Passing threshold	Percentage of the final grade	Final test	60.0%	70.0%	In-class activities	60.0%	30.0%
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In-class activities	60.0%	30.0%										
Recommended reading	Basic literature	Grant, R.M. (2016) Contemporary Strategy Analysis Text Only (9th Edition). Chichester: John Wiley and Sons.										
	Supplementary literature	Schilling, Melissa A. (2016). Strategic management of technological innovation										
	eResources addresses	Adresy na platformie eNauczanie: Are you a Strategic Thinker? WINTER 23/24 - Moodle ID: 32518 https://enauczanie.pg.edu.pl/moodle/course/view.php?id=32518										
Example issues/ example questions/ tasks being completed	<p>Discuss firm positioning in the context of different markets and industries.</p> <p>Discuss basic concepts of innovation and the management of innovation.</p> <p>Identify sources for creative ideas for companies.</p> <p>Discuss the causes and effects of the introducing innovation in an organization.</p> <p>Discuss the ethical implications of strategic and innovation decision.</p>											

Work placement	Not applicable
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