



## 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	Strategic Management		
	Strategy Analysis		
	Strategic Positioning on the market		
	Strategy Design and Implementation		
	Entrepreneurship and start-up formation		
	Business model		
	Innovation, Creativity and Design thinking		
	Innovation and Technology transfer		
	Open innovation		
	Networking		
	Financing innovation		
	Sustainable and responsible innovation		
	Ethical issues		
	Teaching includes lecture-style classes, discussions, few small tasks using online collaboration tools, writing final test (quiz style)		
	Students are expected to actively participate in class.		
Prerequisites and co-requisites			
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	Final test	60.0%	70.0%
	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 <a href="https://enauczenie.pg.edu.pl/moodle/course/view.php?id=32518">https://enauczenie.pg.edu.pl/moodle/course/view.php?id=32518</a>	
Example issues/ example questions/ tasks being completed	Discuss firm positioning in the context of different markets and industries.		
	Discuss basic concepts of innovation and the management of innovation.		
	Identify sources for creative ideas for companies.		
	Discuss the causes and effects of the introducing innovation in an organization.		
	Discuss the ethical implications of strategic and innovation decision.		

Work placement	Not applicable
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