



## Subject card

Subject name and code	Are you a Strategic Thinker? Strategic Management and Innovation in a nutshell, PG_00062795						
Field of study	Mathematics						
Date of commencement of studies	October 2022		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	2		Language of instruction		English		
Semester of study	4		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. Can define and explain the ethical consequences of strategic decisions.		[SK5] Assessment of ability to solve problems that arise in practice		
	[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.		[SW3] Assessment of knowledge contained in written work and projects		
	[K7_U71] is able to apply knowledge from humanistic, social, economic or legal sciences in order to solve problems		Knows and is able to apply methods and tools for the description and analysis of problems and areas of activity of the organization and its environment, and the assessment of their usefulness and effectiveness.		[SU3] Assessment of ability to use knowledge gained from the subject		

Subject contents	<ul style="list-style-type: none"><li>• Strategic Management</li><li>• Strategy Analysis</li><li>• Strategic Positioning on the market</li><li>• Strategy Design and Implementation</li><li>• Entrepreneurship and start-up formation</li><li>• Business model</li><li>• Innovation, Creativity and Design thinking</li><li>• Innovation and Technology transfer</li><li>• Open innovation</li><li>• Networking</li><li>• Financing innovation</li><li>• Sustainable and responsible innovation</li><li>• Ethical issues</li></ul> <p>Teaching includes lecture-style classes, discussions and few small tasks.</p> <p>Students are expected to actively participate in class.</p>		
Prerequisites and co-requisites			
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	Exercises and Activity	60.0%	40.0%
	Final test	60.0%	60.0%
Recommended reading	Basic literature	Grant, R.M. (2016) Contemporary Strategy Analysis Text Only (9th Edition). Chichester: John Wiley and Sons.or later edition	
	Supplementary literature	Schilling, Melissa A. (2013). Strategic management of technological innovation (4th edition), McGraw-Hill, New York. or later edition	
	eResources addresses	Adresy na platformie eNauczanie: Are you a Strategic Thinker? SUMMER 23/24 - Moodle ID: 37461 <a href="https://enauczanie.pg.edu.pl/moodle/course/view.php?id=37461">https://enauczanie.pg.edu.pl/moodle/course/view.php?id=37461</a>	
Example issues/ example questions/ tasks being completed	Describe basic concepts of strategic management, apply them to cases across industries and discuss their merits and limitations.		
	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		