



## 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	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 40%;">Subject passing criteria</th> <th style="width: 30%;">Passing threshold</th> <th style="width: 30%;">Percentage of the final grade</th> </tr> </thead> <tbody> <tr> <td>Exercises and Activity</td> <td>60.0%</td> <td>40.0%</td> </tr> <tr> <td>Final test</td> <td>60.0%</td> <td>60.0%</td> </tr> </tbody> </table>			Subject passing criteria	Passing threshold	Percentage of the final grade	Exercises and Activity	60.0%	40.0%	Final test	60.0%	60.0%
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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 eNauczenie: Are you a Strategic Thinker? SUMMER 23/24 - Moodle ID: 37461 <a href="https://enauczenie.pg.edu.pl/moodle/course/view.php?id=37461">https://enauczenie.pg.edu.pl/moodle/course/view.php?id=37461</a>										
Example issues/ example questions/ tasks being completed	<p>Describe basic concepts of strategic management, apply them to cases across industries and discuss their merits and limitations.</p> <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											