



Subject card

Subject name and code	STRATEGIC MANAGEMENT, PG_00061106						
Field of study	Management						
Date of commencement of studies	October 2024	Academic year of realisation of subject			2024/2025		
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_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	
	[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	

Subject contents	<p>Fundamentals of Strategic Management</p> <p>Industry Competition</p> <p>The External Environment: Political-Legal and Economic Forces</p> <p>The External Environment: Social and Technological Forces</p> <p>Corporate-Level Strategies</p> <p>Business Unit Strategies</p> <p>Functional Strategies</p> <p>Mid-term revision</p> <p>Strategy Formulation</p> <p>Strategy Execution</p> <p>Strategic Control and Crisis Management</p> <p>The Organization: Ethics and Corporate Social Responsibility</p> <p>Culture, and Leadership</p> <p>Revision activities</p> <p>Q&A</p>														
Prerequisites and co-requisites															
Assessment methods and criteria	<table border="1"> <thead> <tr> <th data-bbox="454 1350 794 1379">Subject passing criteria</th> <th data-bbox="799 1350 1139 1379">Passing threshold</th> <th data-bbox="1144 1350 1482 1379">Percentage of the final grade</th> </tr> </thead> <tbody> <tr> <td data-bbox="454 1386 794 1415">Mid-term test</td> <td data-bbox="799 1386 1139 1415">60.0%</td> <td data-bbox="1144 1386 1482 1415">25.0%</td> </tr> <tr> <td data-bbox="454 1422 794 1451">Exam</td> <td data-bbox="799 1422 1139 1451">60.0%</td> <td data-bbox="1144 1422 1482 1451">50.0%</td> </tr> <tr> <td data-bbox="454 1458 794 1487">Group presentation</td> <td data-bbox="799 1458 1139 1487">60.0%</td> <td data-bbox="1144 1458 1482 1487">25.0%</td> </tr> </tbody> </table>			Subject passing criteria	Passing threshold	Percentage of the final grade	Mid-term test	60.0%	25.0%	Exam	60.0%	50.0%	Group presentation	60.0%	25.0%
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Recommended reading	<table border="1"> <tbody> <tr> <td data-bbox="454 1496 794 1637">Basic literature</td> <td colspan="2" data-bbox="799 1496 1482 1637"> 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 </td> </tr> <tr> <td data-bbox="454 1644 794 1720">Supplementary literature</td> <td colspan="2" data-bbox="799 1644 1482 1720"> Lynch, R. Strategic Management, 2021 , Pearson Education Limited, 9th edition, Harlow, United Kingdom scientific articles shared during classes </td> </tr> <tr> <td data-bbox="454 1727 794 1756">eResources addresses</td> <td colspan="2" data-bbox="799 1727 1482 1756">Adresy na platformie eNauczanie:</td> </tr> </tbody> </table>			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:				
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Example issues/ example questions/ tasks being completed	<p>Apply Porter's typology to your chosen industry</p> <p>Discuss ways to combine low-cost strategies and differentiation</p> <p>Identify and discuss four categories of macro-environmental forces using a specific example</p>														
Work placement	Not applicable														