GDAŃSK UNIVERSITY OF TECHNOLOGY

Subject card

Subject name and code	STRATEGIC MANAGEMENT, PG_00060951		
Field of study	Management		
Date of commencement of studies	February 2025	Academic year of realisation of subject	2025/2026
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	Polish
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	prof. dr hab. Jan Kreft	
	Teachers		

Lesson types and methods of instruction

Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
Number of study hours	30.0	30.0	0.0	0.0	0.0	60

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	60	7.0	33.0	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_W04] analyzes complex management 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
[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

Subject contents	LECTURE **Strategic planning as an element of the strategic management proces** Strategic management and its components, the essence of strategic planning, the definition of strategy, the process of strategic planning (defining mission and goals, strategic analysis, strategic planning in the strict sense of the word), features of strategic planning, advantages and disadvantages and the importance of strategic planning **Strategic analysis as the basis for building a strategic plan** **Macro-environment analysis** Concepts of macro-environment analysis, methods of macro-environment analysis: methods of analyzing continuous changes, methods of analyzing discontinuous changes (scenario methods: scenarios of possible events, simulation scenarios, scenarios of environmental states, scenarios of processes in the environment), practical development of scenarios of macro-environment changes **Analysis of the competitive environment** Methods of microenvironment analysis: M. E. Porter's "five forces" analysis, point assessment of sector attractiveness, map of strategic groups, experience curve, practical preparation: analysis of sector attractiveness, point assessment of sector attractiveness, maps of strategic groups, the use of known methods to build scenarios of microenvironment states **Analysis of the strategic potential of the organization** **SWOT as a comprehensive method of strategic analysis Psychological approach to strategic management: strategic change management Types of contemporary development strategies Strategic controlling** TUTORIAL Sources of strategic information Concepts and typology of strategic management Analysis of the organization's macro-environment Analysis of the organization's competitive environment Analysis of the strategic potential and strategic position of the organization Types of strategic analyzes and basic strategic options Building a TOWS/SWOT competitive profile Strategic Scorecard Strategic approaches and the specificity of strategic change
Prerequisites and co-requisites	

Assessment methods and criteria

Subject passing criteria	Passing threshold	Percentage of the final grade
Practical exercises	51.0%	50.0%
Test	51.0%	20.0%
Exam	51.0%	30.0%

Recommended reading

Basic literature	Stabryła A.: Zarządzanie strategiczne w teorii i praktyce firmy, PWN, Warszawa 2000 Obłój K.: Strategia organizacji, PWE, Warszawa 2007 Gierszewska G., Romanowska M.: Analiza strategiczna przedsiębiorstwa, PWE, Warszawa 2009 Pierścionek Z.: Zarządzanie strategiczne w przedsiębiorstwie, PWN, Warszawa 2011 Tubielewicz A.: Zarządzanie strategiczne w biznesie międzynarodowym. Wydawnictwo Naukowo-Techniczne, Warszawa 2004 N. Bown, B. Rapper, A. Webster, Foresight jako Narzędzie Zarządzania Wiedzą I Innowacją, PARP, Warszawa 2010 A.M.J. Skulimowski, Metodyka foresightu strumieni odpadów nieorganicznych przemysłu chemicznego, Fundacja Pogress and Business, Kraków 2011 www.inorganicwaste.eu/dokumenty/Raport metodologiczny foresight.pdf Mary j. Hatch, Dynamic Culture https://www.researchgate.net/profile/Mary_Hatch/publication/271776324_The_Dynamics_of_Organizational_Culture/links/5527f6800cf2e089a3a25298/The-Dynamics-of-Organizational-Culture.pdf
Supplementary literature	Pierścionek Z.: Strategie rozwoju firmy, PWN, Warszawa 1997 Penc J.: Sztuka skutecznego zarządzania, Oficyna Ekonomiczna, Kraków 2005 Urbanowska-Sojkin E., Banaszyk P., Witczak H.: Zarządzanie strategiczne przedsiębiorstwem, PWE, Warszawa 2007 Penc-Pietrzak I.: Analiza strategiczna w zarządzaniu firmą. Koncepcja i stosowanie. C.H. Beck, Warszawa 2003 Drążek Z., Niemczynowicz B.: Zarządzanie strategiczne przedsiębiorstwem, PWE, 2003 J. Jeżak, Z. Matyjas: Mapa grup strategicznych elementem analizy konkurencji w sektorze, Przegląd Organizacji 9/2001 H. Kreikebaum: Strategiczne planowanie w przedsiębiorstwie (1997) K. Obłój: Trzy pytania strategiczne, Nowe Życie Gospodarcze 10/1998 J. Penc: Perspektywy strategiczne w zarządzaniu, Vademecum Menedżera (dodatek do Życia Gospodarczego) M. Pietrzak: Zastosowanie modelu pięciu sił konkurencyjnych do analizy sektora na przykładzie przemysłu mleczarskiego, Przegląd Organizacji 2/2001 Z. Pierścionek: Strategia rozwoju firmy (1997) M. E. Porter: Strategia konkurencji (1994) M. Romanowska: Strategie rozwoju i konkurencji (1998) B. Glinka, G. Pawłowski, Strategiczne wyzwania rozwoju przedsiębiorstwa w otoczeniu globalnym na przykładzie Omida Logistics Group, Współczesna Gospodarka, 2016, Vol. 7, nr 3, s. 27-43
eResources addresses	Adresy na platformie eNauczanie:

Example issues/ example questions/ tasks being completed	List the methods of strategic analysis List the barriers to entry to the sector Discuss the strategy building process using the SWOTC analysis Characterize the types and methodology of creating future scenarios Characterize the essence of strategic foresight

Work placement	Not applicable

Document generated electronically. Does not require a seal or signature.