



Subject card

Subject name and code	STRATEGIC PLANNING, PG_00066341						
Field of study	Economic Analytics						
Date of commencement of studies	October 2024	Academic year of realisation of subject			2025/2026		
Education level	second-cycle studies	Subject group			Optional subject group Specialty subject group 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	2	Language of instruction			Polish		
Semester of study	3	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 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	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	4.0		51.0		100
Subject objectives	Creates a strategic plan for the organization using appropriate methods and reliable data from the organization and its environment, preparing responsible decisions on the selection of the scenario for implementation						
Learning outcomes	Course outcome	Subject outcome			Method of verification		
	[K7_K02] Makes competent and ethical decisions, safeguarding the public interest and maintaining economic, social, and environmental values	makes decisions on the selection of scenarios to be implemented using the formulated goals of the organization			[SK5] Assessment of ability to solve problems that arise in practice		
	[K7_W04] Describes and explains complex analytical problems using in-depth knowledge of analytical methods and reliable data, providing answers to fundamental dilemmas of the modern economy.	conducts analyzes of the organization and its environment and assesses the risk associated with individual scenarios			[SW1] Assessment of factual knowledge		
Subject contents	Business concept definition The subject of strategic planning Analyzes of: a) macro-environment, b) competitive environment, c) strategic potential of the enterprise Construction of scenarios Building a strategic plan Implementation and control of the strategic plan						
Prerequisites and co-requisites							
Assessment methods and criteria	Subject passing criteria	Passing threshold			Percentage of the final grade		
	Exam	60.0%			60.0%		
	Test	60.0%			40.0%		
Recommended reading	Basic literature	M. Romanowska, Planowanie strategiczne w przedsiębiorstwie, PWE, Warszawa 2009 Kees van der Heijden, Planowanie scenariuszowe w zarządzaniu strategicznym, Dom Wydawniczy ABC & Oficyna Ekonomiczna, Kraków 2000					

	Supplementary literature	G. Gierszewska, M. Romanowska, Analiza strategiczna przedsiębiorstwa, PWE, Warszawa 2009 Hartum Kreikebaum, Strategiczne Planowanie w przedsiębiorstwie, Wydawnictwo Naukowe PWN, Warszawa 1997 T. T. Kaczmarek, Ryzyko i zarządzanie ryzykiem. Ujęcie interdyscyplinarne, Difin, Warszawa 2005 A. Kosieradzka, Metody i techniki pobudzania kreatywności, edu-Libri, Kraków Warszawa 2013 H. Bieniok, G. Gruszczyńska Malec, G. Królik, Techniki kreatywnego myślenia, Wydawnictwo Uniwersytetu Ekonomicznego w Katowicach, Katowice 2013
	eResources addresses	Adresy na platformie eNauczanie:
Example issues/ example questions/ tasks being completed	List the types of scenarios Please specify the types of business environment What is a SWOT analysis?	
Work placement	Not applicable	

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