GDAŃSK UNIVERSITY OF TECHNOLOGY

Subject card

Subject name and code	STRATEGIC MANAGEMENT, PG_00061106
Field of study	Management

Date of commencement of studies	October 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**	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 -> Wydziały Politechniki Gdańskiej

Name and surname of lecturer (lecturers)	Subject supervisor	dr Joanna Szulc
	Teachers	

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_W04] has an in-depth understanding of analytical methods, reliable data sources, and copyright principles in the context of solving contemporary management problems.	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] acts entrepreneurially, making competent and ethical decisions that consider the public interest as well as 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	Fundamentals of Strategic Management
	Industry Competition
	The External Environment: Political-Legal and Economic Forces
	The External Environment: Social and Technological Forces
	Corporate-Level Strategies
	Business Unit Strategies
	Functional Strategies
	Mid-term revision
	Strategy Formulation
	Strategy Execution
	Strategic Control and Crisis Management
	The Organization: Ethics and Corporate Social Responsibility
	Culture, and Leadership
	Revision activities
	Q&A

Prerequisites and co-requisites	

Assessment methods and criteria	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%

Recommended reading	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	

Example issues/ example questions/ tasks being completed	Apply Porter's typology to your chosen industry Discuss ways to combine low-cost strategies and differentiation Identify and discuss four categories of macro-environmental forces using a specific example
Work placement	Not applicable

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