



Subject card

Subject name and code	STRATEGIC PLANNING, PG_00070561						
Field of study	Economic Analytics						
Date of commencement of studies	October 2026	Academic year of realisation of subject			2027/2028		
Education level	second-cycle studies	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			English		
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 -> Faculties of Gdańsk University of Technology						
Name and surname of lecturer (lecturers)	Subject supervisor	dr inż. Marita Mcphillips					
	Teachers						
Lesson types	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						
	eNauczanie source address: <a href="https://enauczanie.pg.edu.pl/moodle/course/view.php?id=46418">https://enauczanie.pg.edu.pl/moodle/course/view.php?id=46418</a>						
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	3.0	37.0	100		
Subject objectives	preparing students to develop and implement organizational strategies based on strategic analysis, drawing on knowledge of strategic management processes and methods for analyzing the organizations environment, as well as fostering attitudes related to making ethical and responsible managerial decisions in the context of maintaining economic, social, and environmental values.						
Learning outcomes	Course outcome	Subject outcome			Method of verification		
	[K7_U06] develops his/her potential by planning and implementing the process of lifelong learning and supporting others in this area.	is prepared to make ethical decisions regarding the use of derivative instruments, particularly through participation in team-based analyses and discussions related to the assessment of an organization's financial risk.			[SU4] Assessment of ability to use methods and tools [SU5] Assessment of ability to present the results of task		
	[K7_K02] acts entrepreneurially, making competent and ethical decisions that consider the public interest as well as economic, social, and environmental values.	is prepared to make competent and ethical managerial decisions, particularly through participation in group tasks and strategic discussions carried out in strategic management courses.			[SK5] Assessment of ability to solve problems that arise in practice		
	[K7_W04] has an in-depth understanding of analytical methods, reliable data sources, and copyright principles in the context of solving contemporary socio-economic problems.	has knowledge and understanding of strategic management processes and their complexity, in the context of applying appropriate methods of strategic problem analysis across different areas of an organization.			[SW3] Assessment of knowledge contained in written work and projects		

Subject contents	Course content – lecture		
	<ol style="list-style-type: none"> <li>1. Strategic planning as a component of the strategic management process</li> <li>2. Strategic analysis as the basis for developing a strategic plan</li> <li>3. Analysis of the macroenvironment</li> <li>4. Analysis of the competitive environment</li> <li>5. Analysis of an organizations strategic potential</li> <li>6. SWOT as a comprehensive method of strategic analysis</li> <li>7. Psychological perspective on strategic management: managing strategic change</li> <li>8. Types of contemporary development strategies</li> <li>9. Strategic controlling</li> </ol>		
Prerequisites and co-requisites	Course content – exercises		
	<ol style="list-style-type: none"> <li>1. Sources of strategic information</li> <li>2. Concepts and typology of strategic management</li> <li>3. Analysis of an organizations macroenvironment</li> <li>4. Analysis of the competitive environment of an organization</li> <li>5. Analysis of an organizations strategic potential and strategic position</li> <li>6. Types of strategic analyses and basic strategic options</li> <li>7. Development of a competitive profile using the TOWS/SWOT framework</li> <li>8. Balanced Scorecard</li> <li>9. Strategic approaches and the specificity of strategic change</li> </ol>		
Assessment methods and criteria	Subject passing criteria		Passing threshold
	Exam		60.0%
	Practical tasks		60.0%
Recommended reading	Basic literature		1. Management sciences : new horizons / edited by Piotr Buła. 2024
	Supplementary literature		<ol style="list-style-type: none"> <li>1. Krótkowzrocność strategiczna menedżerów / Wojciech Czakon. 2024</li> <li>2. Jak powstają wielkie strategie? : i dlaczego nie wszystkie muszą być wielkie / Wojciech Czakon 2024</li> </ol>
	eResources addresses		
Example issues/ example questions/ tasks being completed	<ul style="list-style-type: none"> <li>• List the methods of strategic analysis</li> <li>• List the barriers to entry to the sector</li> <li>• Characterize the types and methodology of creating future scenarios</li> <li>• Characterize the essence of strategic foresight</li> </ul>		
Practical activities within the subject	Not applicable		

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