



Subject card

Subject name and code	Are you a Strategic Thinker? Strategic Management and Innovation in a nutshell, PG_00071043						
Field of study	Mathematics						
Date of commencement of studies	October 2025	Academic year of realisation of subject			2025/2026		
Education level	second-cycle studies	Subject group					
Mode of study	Full-time studies	Mode of delivery			e-learning		
Year of study	1	Language of instruction			English		
Semester of study	2	ECTS credits			2.0		
Learning profile	general academic profile	Assessment form			assessment		
Conducting unit	Department of Entrepreneurship and Institutional Environment -> Faculty of Management and Economics -> Faculties of Gdańsk University of Technology						
Name and surname of lecturer (lecturers)	Subject supervisor		dr inż. Marita Mcphillips				
	Teachers		dr inż. Marita Mcphillips				
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	30.0	0.0	0.0	0.0	0.0	30
	E-learning hours included: 30.0						
	eNauczenie source address: https://enauczenie.pg.edu.pl/2025/course/view.php?id=4292 Moodle ID: 4292 Are you a Strategic Thinker? Strategic Management and Innovation in a nutshell. Summer 25/26 https://enauczenie.pg.edu.pl/2025/course/view.php?id=4292						
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	30		2.0		18.0	50
Subject objectives	The course introduces frameworks and tools of strategic and innovation management. Concepts such as value creation, product diversification, clustering and open innovation will be explored to understand how entrepreneurs manage innovation inside and outside of the boundaries of organizations. The course will also introduce insights and tools from fields such as entrepreneurship, marketing and management.						
Learning outcomes	Course outcome		Subject outcome		Method of verification		
	[K7_K71] is able to explain the need to apply knowledge from humanistic, social, economic or legal sciences in order to function in a social environment		Understands the social and economic context of the strategic process. Can define and explain the ethical consequences of strategic decisions.		[SK5] Assessment of ability to solve problems that arise in practice		
	[K7_U71] is able to apply knowledge from humanistic, social, economic or legal sciences in order to solve problems		Knows and is able to apply methods and tools for the description and analysis of problems and areas of activity of the organization and its environment, and the assessment of their usefulness and effectiveness.		[SU3] Assessment of ability to use knowledge gained from the subject		
	[K7_W71] has general knowledge in humanistic, social, economic or legal sciences, including their fundamentals and applications		Defines the basic concepts related to the processes of: strategic management, innovation and entrepreneurship.		[SW1] Assessment of factual knowledge		

Subject contents	<p>Course content – lecture</p> <ul style="list-style-type: none"> • Strategic Management • Strategic Positioning on the market • Strategy Design and Implementation • Entrepreneurship and start-up formation • Business model • Innovation, Creativity and Design thinking • Technology transfer • Open innovation • Networking • Financing innovation • Sustainable and responsible innovation • Ethical issues • Strategic opportunities and threats of AI in business <p>Teaching includes lecture-style classes, discussions and activities during classes. A short (10-questions) on-line quiz at the end of semester(on eNauzanie platform).</p>		
Prerequisites and co-requisites			
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	Activities during classes	80.0%	40.0%
	Quiz	60.0%	60.0%
Recommended reading	Basic literature	Grant, R.M.Contemporary Strategy Analysis Text Only (9th Edition). Chichester: John Wiley and Sons. 2016 or later edition	
	Supplementary literature	Schilling, Melissa A.Strategic management of technological innovation. McGraw-Hill, New York. (4th or later edition).	
	eResources addresses		
Example issues/ example questions/ tasks being completed	<p>Discuss basic concepts of innovation and the management of innovation.</p> <p>Identify sources for creative ideas for companies.</p> <p>Discuss the causes and effects of the introducing innovation in an organization.</p> <p>Discuss the ethical implications of strategic and innovation decision.</p>		
Practical activites within the subject	Not applicable		

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