



Subject card

Subject name and code	STRATEGIC MANAGEMENT, PG_00061106						
Field of study	Management						
Date of commencement of studies	October 2026	Academic year of realisation of subject			2026/2027		
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 -> Faculties of Gdańsk University of Technology						
Name and surname of lecturer (lecturers)	Subject supervisor	dr Joanna Szulc					
	Teachers	dr Franciszek Kutrzeba dr Joanna Szulc					
Lesson types	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	To prepare students to analyse and develop organisational strategies based on knowledge of strategic management concepts and methods, as well as to shape responsible and ethical decision-making attitudes in the context of complex and dynamic business environments.						
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.	The student knows and understands complex strategic management problems in the context of organisational analysis using appropriate strategic analysis methods and tools.			[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.	The student is ready to make competent and ethical strategic decisions, in particular through participation in group tasks, case discussions and reflection on the economic, social and environmental consequences of strategic choices.			[SK5] Assessment of ability to solve problems that arise in practice		

Subject contents	<p>Course content – lecture</p> <p>Fundamentals of Strategic Management</p> <p>Industry Competition</p> <p>The External Environment: Political-Legal and Economic Forces</p> <p>The External Environment: Social and Technological Forces</p> <p>Corporate-Level Strategies</p> <p>Business Unit Strategies</p> <p>Functional Strategies</p> <p>Mid-term revision</p> <p>Strategy Formulation</p> <p>Strategy Execution</p> <p>Strategic Control and Crisis Management</p> <p>The Organization: Ethics and Corporate Social Responsibility</p> <p>Culture, and Leadership</p> <p>Strategic management in a changing world</p> <p>Revision & Q&A</p>
	<hr/> <p>Course content – exercises</p> <p>Fundamentals of Strategic Management</p> <p>Industry Competition</p> <p>The External Environment: Political-Legal and Economic Forces</p> <p>The External Environment: Social and Technological Forces</p> <p>Corporate-Level Strategies</p> <p>Business Unit Strategies</p> <p>Functional Strategies</p> <p>Mid-term revision</p> <p>Strategy Formulation</p> <p>Strategy Execution</p>

	<p>Strategic Control and Crisis Management</p> <p>The Organization: Ethics and Corporate Social Responsibility</p> <p>Culture, and Leadership</p> <p>Strategic management in a changing world</p> <p>Revision & Q&A</p>		
Prerequisites and co-requisites			
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	Problem-based quizzes (mid-term colloquium)	60.0%	15.0%
	Problem-based quizzes (final exam)	60.0%	35.0%
	Group project (strategic analysis and recommendations)	60.0%	50.0%
Recommended reading	Basic literature	Hitt, M., Ireland, R. and Hoskisson, R. (2024) Strategic Management: Competiveness and Globalization Concepts, Cincinnati, OH: Southwestern College Publishing. 14th edition. Lynch, R. (2024) Strategic Management. SAGE: London. 10th edition. + academic articles provided during the classes	
	Supplementary literature	Albino-Pimentel, J., Durand, R., Dussauge, P., Lehmann-Ortega, L., Bongiovanni, L. (2024) Strategor - everything you need to know about strategy from start-ups to multinationals. DUNOD.	
	eResources addresses		
Example issues/ example questions/ tasks being completed	<p>Apply Porter's typology to your chosen industry</p> <p>Discuss ways to combine low-cost strategies and differentiation</p> <p>Identify and discuss four categories of macro-environmental forces using a specific example</p>		
Practical activities within the subject	Not applicable		

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