

Subject card

Subject name and code:	Are you a Strategic Thinker? Strategic Management and Innovation in a nutshell						
Field of study:	-----						
Date of commencement of studies:	February 2024 r.	Academic year for the subject			2023/2024		
Education level	postgraduate studies	Subject group			Obligatory subject group in the field of study Subject group related to scientific research in the field of study		
Form of studies	Full-time studies	Mode of delivery			On-line		
Year of studies	-----	Language			English		
Semester of studies	-----	ECTS points			2.0		
Learning Profile	General academic/practical	Assessment			Assessment		
Conducting Unit	Department of Entrepreneurship and Business Law -> Faculty of Management and Economics						
Name of lecturer	Supervisor	dr inż. Marita McPhillips					
	Teacher	dr inż. Marita McPhillips					
Form and method of class instruction	Type of class	Lecture	Exercise	Laboratory	Project	Seminar	TOTAL
	Number of hours	30.0	0.0	0.0	0.0	0.0	30
	Number of distance learning hours : 30						
Activity and number of study hours	Learning activity	Participation in didactic classes included in study plan	Consultation hours		Self study		TOTAL
	Number of study hours	30	2.0		18.0		50
Aim of the subject	The course introduces frameworks and tools of strategic 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_U71] is able to apply knowledge in the field of humanities or social sciences, or economics or law 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_K71] can explain the need to use knowledge in the field of humanities or social or economic or legal sciences in functioning in the 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_W71] has general knowledge in the field of humanities or social sciences, economics or law, including their basics and applications	Defines the basic concepts related to the processes of: strategic management, innovation and entrepreneurship.			[SW3] Assessment of knowledge contained in written work and projects		
Subject contents	<ul style="list-style-type: none"> • Strategic Management • Strategy Analysis • Strategic Positioning on the market • Strategy Design and Implementation • Sustainable and responsible innovation • Entrepreneurship and start-up formation • Business model • Innovation, Creativity and Design thinking • Innovation and Technology transfer • Open innovation • Networking • Financing innovation • Ethical issues <p>Teaching includes lecture-style classes, discussions and few small tasks, final essay connected to material provided by the teacher.</p>						

	Students are expected to actively participate in class.		
Prerequisites and co-requisites:	No prerequisites		
Assessment methods and criteria	Method passing	Passing threshold	Percentage of final grade
	Essay	60%	70%
	Activity during the semester	60%	30%
Recommended reading:	Basic literature	Grant, R.M. (2016) Contemporary Strategy Analysis Text Only (9th Edition). Chichester: John Wiley and Sons.	
	Supplementary literature	Schilling, Melissa A. (2013). Strategic management of technological innovation (4th edition), McGraw-Hill, New York.	
	Electronic resources		
Exemplary questions	<p>Describe basic concepts of strategic management, apply them to cases across industries and discuss their merits and limitations.</p> <p>Discuss firm positioning in the context of different markets and industries.</p> <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>		
Work placement	Not applicable		