



Subject card

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| 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 | | Academic year of realisation of subject | | 2024/2025 | | |
| 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 | | |
| Mode of study | Full-time studies | | Mode of delivery | | online | | |
| Year of study | ----- | | Language of instruction | | English | | |
| Semester of study | ----- | | ECTS credits | | 2.0 | | |
| Learning profile | general academic / practical profile | | Assessment form | | assessment | | |
| Conducting unit | | | | | | | |
| Name and surname of lecturer (lecturers) | Subject supervisor | | Dr inż. Marita McPhillips | | | | |
| | Teachers | | Dr inż. Marita McPhillips | | | | |
| Lesson type and method of instruction | 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 | | | | | | |
| | E-learning source addresses: | | | | | | |
| 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 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 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_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_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 | <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• Innovation and Technology transfer• Open innovation• Networking• Financing innovation• Sustainable and responsible innovation• Ethical issues• Opportunities and threats of AI in business <p>Teaching includes lecture-style classes, discussions and activities during classes. A short (10-</p> | | | | | | |

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| | questions) on-line quiz at the end of semester(on eNauczenie platform). | | |
| Prerequisites and co-requisites | | | |
| Assessment methods and criteria | Subject passing criteria | Passing threshold | Percentage of the final grade |
| | Activity during classes | 80% | 40% |
| | Quiz | 60% | 60% |
| 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 | Discuss firm positioning in the context of different markets and industries. | | |
| | Discuss basic concepts of innovation and the management of innovation. | | |
| | Identify sources for creative ideas for companies. | | |
| | Discuss the causes and effects of the introducing innovation in an organization. | | |
| | Discuss the ethical implications of strategic and innovation decision. | | |
| Work placement | Not applicable | | |