

Subject card

Subject name and code	Strategic Management, PG_00155965						
Field of study	Management of Healthcare Institutions						
Date of commencement of studies	October 2025		Academic year of realisation of subject		2026/2027		
Education level	Bachelor's studies		Subject group		Obligatory subject group in the field of study		
Mode of study	full-time studies		Mode of delivery		at the university		
Year of study	2		Language of instruction		Polish		
Semester of study	3		ECTS credits		4.0		
Learning profile	practical		Assessment form		exam		
Conducting unit	Zakład Strategii i Zarządzania Przedsiębiorstwem -> Department of Organisation and Management -> Faculty of Management -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		prof. dr hab. Jacek Rybicki				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	15.0	15.0	0.0	0.0	0.0	30
	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	30		10.0		60.0	100
Subject objectives	The aim of the subject is to familiarise students with strategic management issues.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[ZISZL3_U03] The student takes into account in the decision-making process its legal, ethical, social, environmental and economic consequences, while taking into account the specificity of the functioning of medical entities and taking into account the welfare of the patient.	Student has the ability to think strategically, taking into account the conditions of healthcare units.	[SU2] presentation/project/paper/report [SU4] test/exam - oral or written
	[ZISZL3_W03] The student knows and understands to an advanced degree the functions of management and the role of managers in their implementation, as well as ways to achieve the goals of health care units.	Student has knowledge of strategic decision-making in healthcare units.	[SW4] test/exam - oral or written [SW2] presentation/project/paper/report
	[ZISZL3_K05] The student understands the need and is aware of the necessity to behave in an ethical, sustainable and socially responsible manner in professional life.	Student is able to analyse and interpret occurring phenomena together with formulating conclusions to solve problems.	[SK2] presentation/project/paper/report [SK4] test/exam - oral or written
	[ZISZL3_K02] The student applies an analytical approach to problem solving, is able to independently search for solutions, as well as use expert opinions.	The student develops an attitude of 'constructive criticism', acquires the ability to express his/her opinions openly.	[SK2] presentation/project/paper/report [SK4] test/exam - oral or written
	[ZISZL3_W05] The student has advanced knowledge of the environment of health care entities and changes occurring in their area, as well as the relationship, significance and impact of the environment and stakeholders on the functioning of health care entities. Knows the basic methods of diagnosing the macro- and micro-environment of health care entities.	Student has knowledge of the impact of changes in the macro-environment and sectoral environment on the strategic development directions of health care units.	[SW4] test/exam - oral or written [SW2] presentation/project/paper/report
	[ZISZL3_U05] The student is able to correctly select and apply methods and tools used, inter alia, in management and quality sciences, economics, sociology adequate to the problem and specificity of management of medical entities.	Student has the ability to design and implement strategies in a healthcare unit.	[SU2] presentation/project/paper/report [SU4] test/exam - oral or written
	[ZISZL3_W06] The student knows to an advanced degree the relationships that occur between organizations (including forms of interaction with health care units) and between the organization and the human being, in particular medical personnel and the patient.	Student has knowledge of the value system and is able to set organisations' goals, especially in health care units.	[SW4] test/exam - oral or written [SW2] presentation/project/paper/report
Subject contents	[ZISZL3_U06] The student is able to identify, forecast and simulate selected economic and social phenomena in relation to the macro scale (economy, demography, health), as well as in micro terms (medical entities) using methods and tools applied in management.	Student is able to apply methods of strategic analysis to healthcare units.	[SU2] presentation/project/paper/report [SU4] test/exam - oral or written
	Lecture topics: The strategic management process, Vision, mission, strategy, Models of organisational strategy, Planning versus incremental approach to strategy building, Positional versus resource-based approach to strategy building, Macro-environment analysis methods, Methods of analysing the competitive environment, Strategic levels and types of strategy, Strategic scorecard. Exercise topics: Introduction to strategic management - strategic thinking, Diagnosing the macro-environment of an organisation - scenario methods, Stakeholder analysis, Diagnosing the competitive environment - sector attractiveness, Assessment of the strategic position of an organisation - Key success factor analysis, map of strategic groups, Tools for implementation and control of strategy execution.		

Prerequisites and co-requisites	After course General Management, Science of Organization		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	project	51.0%	50.0%
	test	51.0%	50.0%
Recommended reading	Basic literature	1. B. de Wit, R. Meyer, Synteza strategii, PWE, Warszawa 2007. 2. G. Gierszewska, M. Romanowska, Analiza strategiczna przedsiębiorstwa, PWE, Warszawa 2017. 3. K. Obłój, Strategia organizacji - w poszukiwaniu trwałej przewagi konkurencyjnej, PWE, Warszawa 2014. 4. J. Rokita, Zarządzanie strategiczne, Tworzenie i utrzymywanie przewagi konkurencyjnej, PWE, Warszawa 2005.	
	Supplementary literature	1. M E. Porter, Porter o konkurencji, PWE, Warszawa 2001. 2. M. E. Porter, Przewaga konkurencyjna. Osiąganie i utrzymywanie lepszych wyników, Wydawnictwo ONE Press 2006. 3. M. E. Porter, Strategia konkurencji, Metody analizy sektorów i konkurencji, MT Biznes, Warszawa 2006. 4. M. Romanowska, Planowanie strategiczne, PWE, Warszawa 2017. 5. J. Rybicki, Myślenie geometryczne w teorii strategii organizacji, Wydawnictwo Uniwersytetu Gdańskiego, Gdańsk 2013.	
	eResources addresses		
	Example issues/ example questions/ tasks being completed	1. What are the methods of strategic analysis? 2. What are the functions of the organisation's mission? 3. What is the strategic scorecard used for?	
Work placement	Not applicable		

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