

Subject card

Subject name and code	Fundamentals of Business Strategy, PG_00178195						
Field of study	Management						
Date of commencement of studies	October 2026	Academic year of realisation of subject			2027/2028		
Education level	Bachelor's studies	Subject group			Optional subject group 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	2	Language of instruction			Polish		
Semester of study	3	ECTS credits			7.0		
Learning profile	academic	Assessment form			exam		
Conducting unit	Department of Strategic Development and Quality Science -> Faculty of Management -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		dr Jędrzej Siciński				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	30.0	30.0	15.0	0.0	0.0	75
	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	75		4.0		96.0	175
Subject objectives	The course aims to develop students' basic abilities in strategic thinking in relation to various organizational contexts. It particularly focuses on promoting long-term perspectives as a necessary condition for building competitive advantage in the market.						
Learning outcomes	Course outcome		Subject outcome			Method of verification	
	[ZARZL3_W09] The student in an advanced degree knows and understands the general principles of creating and developing traditional and modern forms of entrepreneurship using knowledge from the fields of management, quality sciences, economics and finance.		The student comprehensively explains the significance of strategy as the long-term foundation for an organization's survival and identifies the success factors in its creation and implementation.			[SW4] test/exam - oral or written	
	[ZARZL3_U06] The student can use and integrate knowledge of management and quality sciences, economics, and finance to resolve dilemmas and complex management problems that arise in professional work.		The student integrates approaches and methods from management and quality sciences, develops outlines of strategic plans for organizations, and demonstrates ways to implement them.			[SU2] presentation/project/paper/report	

Subject contents	<ol style="list-style-type: none"> 1. Strategic thinking essence, evolution, and profiles of great strategists 2. Mission, vision, and goals of the enterprise 3. Strategy formulation process selected schools and approaches 4. Levels of strategy and their integration 5. Enterprise environment and its relationship with strategy 6. Fundamentals of strategic analysis methodology 7. Strategy creation and implementation practical workshops 8. Issues of strategic nihilism 9. Strategies in a changing environment agile planning 10. Strategy social perspective and organizational culture 											
Prerequisites and co-requisites												
Assessment methods and criteria	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 40%;">Subject passing criteria</th> <th style="width: 30%;">Passing threshold</th> <th style="width: 30%;">Percentage of the final grade</th> </tr> </thead> <tbody> <tr> <td>team project and its presentation</td> <td>51.0%</td> <td>40.0%</td> </tr> <tr> <td>written exam</td> <td>51.0%</td> <td>60.0%</td> </tr> </tbody> </table>			Subject passing criteria	Passing threshold	Percentage of the final grade	team project and its presentation	51.0%	40.0%	written exam	51.0%	60.0%
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Recommended reading	<p>Basic literature</p> <p>Supplementary literature</p> <p>eResources addresses</p>	<ol style="list-style-type: none"> 1. Antonowicz P. (red.), Zarządzanie rozwojem przedsiębiorstwa. Interaktywny podręcznik z zakresu zarządzania. Repozytorium case study dla studentów, Wydawnictwo Uniwersytetu Gdańskiego, Gdańsk 2020 (studentów obowiązują wszystkie rozdziały autorstwa J. Sicińskiego, R. Płoskiej lub/i J. Próchniak). 2. Obłój K., Praktyka strategii firmy, Wydawnictwo Poltext, Warszawa 2023. 3. Płoska R., Próchniak J., Granice społecznego charakteru i jego pomiar w działalności przedsiębiorstw, w: Zarządzanie rozwojem przedsiębiorstwa: perspektywa nauki i praktyki gospodarczej / Wiśniewska Małgorzata, Antonowicz Paweł, Szymańska-Brałkowska Małgorzata (red.), 2020, Wydawnictwo Uniwersytetu Gdańskiego, Gdańsk 2020. 4. Siciński J., Tworzenie i przechwytywanie wartości jako czynnik rozwoju przedsiębiorstwa w: Zarządzanie rozwojem przedsiębiorstwa: perspektywa nauki i praktyki gospodarczej / Wiśniewska Małgorzata, Antonowicz Paweł, Szymańska-Brałkowska Małgorzata (red.), vol. 1, Wydawnictwo Uniwersytetu Gdańskiego, Gdańsk 2020. 5. Stabryła A., Zarządzanie strategiczne w teorii i praktyce firmy, Wydawnictwo Naukowe PWN, Warszawa 2012. 1. Antonowicz P. , Delińska L., Siciński J. , Sliż P., Back to black? : macroeconomic analysis of hard coal sector in European Union 19902030, Scientific Papers. Organization and Management, nr 178, 2023. 2. Slywotzky A.J., Morrison D.J., Andelman B. , Strefa zysku. Strategiczne modele działalności, PWE, Warszawa 2000 										
Example issues/ example questions/ tasks being completed	<p>Extraction of strategy from the perspective of the planning school and the evolutionary school</p> <p>Strategic recommendations based on the conducted analysis of the external environment</p>											
Work placement	Not applicable											

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