

Subject card

Subject name and code	Enterprise Strategies, PG_00199477						
Field of study	International Economic Relations						
Date of commencement of studies	October 2026		Academic year of realisation of subject		2026/2027		
Education level	Master's studies		Subject group		Obligatory subject group in the field of study 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	1		Language of instruction		Polish		
Semester of study	2		ECTS credits		3.0		
Learning profile	academic		Assessment form		exam		
Conducting unit	Division of Global Economy -> Department of Maritime Transport and Seaborne Trade -> Faculty of Economics -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		dr Tomasz Gutowski				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	15.0	15.0	0.0	30.0	0.0	60
	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	60		0.0		15.0	75
Subject objectives	To familiarize students with the formulation and application of strategies in modern enterprises. The assumption of the course is to focus on practical aspects of the company's strategy						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[MSGMU2_U02] can observe, evaluate and critically analyse the causes and course of processes and phenomena taking place in the open economy; can formulate his/her own opinions on the subject, interpret statistical data and economic indicators necessary in this respect, and also forecast economic processes and phenomena using advanced methods and tools applied in economic sciences	The student is able to apply theoretical knowledge in practice, regarding the operation of economic entities in the international market	[SU2] presentation/project/paper/report
	[MSGMU2_W06] knows and understands the various dilemmas related to globalisation and the formation of contemporary international economic relations	The student understands the process of globalization and its impact on corporate strategies	[SW4] test/exam - oral or written [SW1] oral statement/conversation/discussion
	[MSGMU2_K02] is ready to critically assess the level of acquired knowledge, skills and professional competence in the area of international economic relations	The student is able to apply theoretical knowledge in practice, regarding the operation of economic entities in the international market	[SK2] presentation/project/paper/report
	[MSGMU2_W03] knows and understands types of economic ties and the regularities governing them; understands the conditions and principles of the functioning of the market and the market mechanism in the national, international and global aspect	The student has advanced knowledge of various types and significant elements of economic structures and institutions, as well as the relationships that exist between them	[SW4] test/exam - oral or written [SW1] oral statement/conversation/discussion
Subject contents	<ul style="list-style-type: none"> • Concept of strategy and concepts of strategic management - determinants and principles of strategic management system • Essence of planning and strategic planning in the enterprise • Strategic analysis - as a tool for enterprise development - methods of strategic planning • Classification of applied strategies - basic strategies, organizational unit strategies, functional strategies • Development and implementation of strategy. Strategic control in the enterprise - strategy formulation procedure, process of building enterprise strategy, concept, functions, methods of strategic control, strategic and operational controlling in the enterprise • Functioning and development of a modern enterprise • Vision, mission, goals of business and ecological enterprise • Methods of macroenvironment analysis of the enterprise - examples of companies from selected industries • Overview of the application of sectoral analysis methods in business • Strategies used in business - examples of Polish companies • Contemporary management concepts and strategic management 		
Prerequisites and co-requisites	No requirements		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
		51.0%	100.0%
Recommended reading	Basic literature	Recommended reading lists (in Polish version)	
	Supplementary literature	Recommended reading lists (in Polish version)	
	eResources addresses		
Example issues/ example questions/ tasks being completed	identification and evaluation of strategies used by companies answer to the question about the relationship between the implemented strategy and the company's goalsstrategic analysis - selected methods		
Work placement	Not applicable		

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