



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 2021	Academic year of realisation of subject			2020/2021		
Education level	postgraduate studies	Subject group					
Mode of study	Full-time studies	Mode of delivery			e-learning		
Year of study	-----	Language of instruction			English		
Semester of study	-----	ECTS credits			2.0		
Learning profile	General academic /practical profile	Assessment form			Assesment		
Conducting unit	Faculty of Management and Economics						
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	<ul style="list-style-type: none"> The course explores strategic management choices along with the role of innovation in creating sustainable competitive advantage. It introduces frameworks and tools of strategic management (e.g. how to analyze organizations in their industry context and how to design and execute a coherent strategy). 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. In addition to the basics of innovation and strategy, the course will introduce insights and tools from fields such as entrepreneurship (e.g. how and why individuals identify promising opportunities while others do not), marketing (e.g. how the transfer from early, small market segments to broad market segments can be managed), and management (e.g. how new business models in the area of open and distributed innovation can look like). 						
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 the ability to use the knowledge obtained in the course	
	[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 the ability to solve practical problems	
[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 Entrepreneurship and start-up formation Business model Innovation, Creativity and Design thinking Innovation and Technology transfer 						

	<ul style="list-style-type: none"> • Open innovation • Networking • Financing innovation • Sustainable and responsible innovation • Ethical issues <p>Teaching includes lecture-style classes, discussions and few small tasks.</p> <p>Students are expected to actively participate in class.</p>									
Prerequisites and co-requisites										
Assessment methods and criteria	<table border="1"> <thead> <tr> <th>Subject passing criteria</th> <th>Passing threshold</th> <th>Percentage of the final grade</th> </tr> </thead> <tbody> <tr> <td>Activity during the semester</td> <td>60.0%</td> <td>30.0%</td> </tr> <tr> <td>Essay</td> <td>60.0%</td> <td>70.0%</td> </tr> </tbody> </table>	Subject passing criteria	Passing threshold	Percentage of the final grade	Activity during the semester	60.0%	30.0%	Essay	60.0%	70.0%
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Example issues/ example questions/ tasks being completed	<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 decisions.</p>									
Work placement	Not applicable									