



SZKOŁA GŁÓWNA
GOSPODARSTWA
WIEJSKIEGO

Business Strategies

Educational subject description sheet

Basic information

Field of study Finance and accounting - przedmioty do wyboru		Didactic cycle 2024/25	
Speciality -		Subject code EKRFA-FS_D.28K.06472.24	
Organizational unit Faculty of Economics		Lecture languages english	
Study level second cycle (post bachelor's degree)		Mandatory Elective subjects	
Study form full-time studies		Block Major subjects	
Education profile General academic		Disciplines Economics and finance	
Coordinator	Monika Gębska		
Teacher	Monika Gębska, Joanna Paliszkiewicz		
Period Semester 4	Examination Pass with grade	Number of ECTS points 3	
	Activities and hours Lecture: 20, including sub-activities: <ul style="list-style-type: none">• Synchronous lecture: 20 Auditorium exercises: 10, including sub-activities: <ul style="list-style-type: none">• Synchronous auditorium exercises: 10		

Goals

Code	Goal
C1	Familiarizing students with the integrative nature of strategic management
C2	Familiarizing students the importance of environmental and industry analysis in formulating strategy
C3	Familiarizing students with methods of generating and evaluating strategic alternatives
C4	Familiarizing students with the role of leadership, organisational structure and change management in strategy implementation

Subject's learning outcomes

Code	Outcomes in terms of	Effects	Examination methods
Knowledge - Student knows and understands:			
W1	the student knows and understands in-depth the conditions of conducting business activities, including basic concepts and principles of scope of protection of industrial property and copyright	FA_K2_W01, FA_K2_W05	Presentation, Test (written or computer based)
Skills - Student can:			
U1	the student is able to select, evaluate and properly interpret information using critical analysis and select and use methods and research tools in economics appropriate to solve the problem	FA_K2_U02	Presentation, Test (written or computer based)
Social competences - Student is ready to:			
K1	the student is ready to critically assess his or her own knowledge and information regarding economic issues, recognize the importance of knowledge in professional life and seek the opinion of experts	FA_K2_K01, FA_K2_K02	Presentation

Study content

No.	Course content	Subject's learning outcomes	Activities
1.	This course introduces the key concepts, tools, and principles of strategy formulation and competitive analysis. It is concerned with managerial decisions and actions that affect the performance and survival of business enterprises. The course will focus on issues such as strategic management, external and internal environment, and different strategies. The course will illustrate examples of business strategies used by different companies. Also, some case studies will be discussed.	W1, U1, K1	Lecture, Auditorium exercises, Synchronous lecture, Synchronous auditorium exercises

Course advanced

Activities	Methods of conducting classes
Lecture	Conversation lecture
Auditorium exercises	Case study

Activities	Examination method	Percentage
Lecture	Test (written or computer based)	50%
Auditorium exercises	Presentation	50%

Activities	Credit conditions
Lecture	test 50% of max points
Auditorium exercises	Evaluation of the presentation during class

Literature

Obligatory

1. Michael A. Hitt, R. Duane Ireland, Robert E. Hoskisson, Strategic Management. Competitiveness and globalization, Cengage Learning, 2016.
2. Hubbard, G and P Beamish, 2014 "Strategic Management: Thinking, Analysis, Action", 5th Ed, Pearson Australia. (H&B)
3. Grant, R. and Jordan, J. 2015. Foundations of Strategy. NY: John Wiley & Sons, Ltd.

Optional

1. Hitt, M.A., Ireland, R.D., , Hoskisson E.R. Strategic Management: Concepts and Cases: Competitiveness and Globalization, 13th ed., 2019
2. G.T. Lumpkin, Alan Eisner, Gerry McNamara. 2023. ISE Strategic Management: Creating Competitive Advantages. McGraw-Hill Education,
3. Frank T. Rothaermel. 2023. Strategic Management: Concepts ISE. McGraw-Hill Education
4. Richard Lynch (Autor), Oliver Barish (Autor), Vinh Sum Chau (Autor), Charles Thornton (Autor), Karl S. R. Warner. 2024. Strategic Management. Sage Publications Ltd.
5. R. Duane Ireland 2019. Strategic Management: Concepts and Cases: Competitiveness and Globalization. Cengage Learning

Calculation of ECTS points

Activity form	Activity hours*
Lecture	20
Auditorium exercises	10
Preparation for exercises	10
Preparation of a multimedia presentation	10
Preparation for the exam	10
Preparation for remote work	10
Self-study on the content covered in class	20

Student workload	Hours 90
Number of ECTS points	ECTS 3

* hour means 45 minutes

Effects

Code	Content
FA_K2_K01	label.effect.prefix.competenceThe graduate is ready to recognition of the profound importance of knowledge in professional life, a critical analysis of its resources and the search for its sources among experts
FA_K2_K02	label.effect.prefix.competenceThe graduate is ready to conduct professional activity in a socially responsible, entrepreneurial, ethical and public interest manner, as well as develop professional achievements and maintain the ethos of the profession, as well as think in an entrepreneurial way
FA_K2_U02	label.effect.prefix.skillThe graduate is able to skilfully analyse the causes and effects of phenomena occurring in the economy in the field of finance and accounting
FA_K2_W01	label.effect.prefix.knowledgeThe graduate knows and understands in-depth theoretical issues of phenomena occurring in the economy, including the agri-food sector
FA_K2_W05	label.effect.prefix.knowledgeThe graduate deeply knows the ethical, social, ecological and other conditions of running a business, including the basic concepts and principles of industrial property and copyright protection