



## STRATEGIC MANAGEMENT & CONSULTING Syllabus

### Basic information

<b>Field of study</b> Finance and Accounting for Business		<b>Didactic cycle</b> 2025/26	
<b>Speciality</b> -		<b>Subject code</b> EKOFABS.M4.2068.25	
<b>Organizational unit</b> School of Undergraduate and Graduate Studies		<b>Lecture languages</b> English	
<b>Study level</b> graduate studies		<b>Mandatory</b> Obligatory	
<b>Study form</b> full-time		<b>Block</b> Major courses	
<b>Education profile</b> general academic		<b>Department responsible for the subject</b> Department of Entrepreneurship	
		<b>Subject related to scientific research</b> No	
		<b>Subject shaping practical skills</b> No	
<b>Coordinator</b>	Wojciech Dyduch		
<b>Teacher</b>	Wojciech Dyduch		
<b>Period</b> Semester 3	<b>Form of teaching, number of hours and method of examination</b> • lecture: 30, Credit with grade	<b>Number of ECTS points</b> 3	
<b>Sustainable Development Goals</b>	ethics/ ethical; corporate governance; CSR / Corporate Social Responsibility		

## Goals

Code	Goal
C1	Sharing and transferring knowledge on using contemporary strategic management concepts in running a company
C2	Getting students familiar with methods, techniques and tools of strategic analysis as complementary to financial analysis
C3	Developing competencies in strategic analysis, diagnosis and interpretations for managerial decision making
C4	Broadening knowledge on contemporary strategic management concepts: strategic leadership, strategic entrepreneurship, dynamic capabilities, strategic innovativeness, creative strategy.

## Recommended requirements

No requirements

## Subject's learning outcomes

Code	Outcomes in terms of	Major learning outcomes for the subject	Examination methods
<b>Knowledge:</b>			
W1	The students know and understand the strategic management processes, as well as methods and theories explaining strategic phenomena	FAB.M_W01	Final test (written) - test
<b>Skills:</b>			
U1	The students can use the possessed knowledge to formulate and solve - apart from financial - strategic management problems in times of uncertainty. They can use proper strategic management tools, methods and techniques of strategic analysis, as well as prepare conclusions and interpretations.	FAB.M_U01	Final test (written) - test, End-of-course assessment - individual presentation
U2	The students can formulate and test hypotheses connected with strategic management in the international setting.	FAB.M_U02	Final test (written) - test, End-of-course assessment - individual presentation
U3	The students can use specialist strategic management terminology in B2+ English language	FAB.M_U04	Final test (written) - test, End-of-course assessment - individual presentation
<b>Social competences:</b>			
K1	The students are able to critically deal with acquired information and knowledge on strategic management	FAB.M_K01	Final test (written) - test, End-of-course assessment - individual presentation
K2	The students are ready to use strategic thinking and act entrepreneurially for initiating activities for society, in line with the public interest	FAB.M_K03	Final test (written) - test, End-of-course assessment - individual presentation

## Study content

No.	Course content	Subject's learning outcomes	Activities
1.	1) Theoretical basics of strategic management - from strategic planning to uncertainty rollercoaster	W1, K1	lecture
2.	2) Pillars of competitive advantage and resilience	W1, U1, U2, U3, K1, K2	lecture
3.	3) Organizational environment analysis	W1, U1, U2, U3, K1, K2	lecture
4.	4) Analysing firm strategic potential: resources, competences, opportunity sensing abilities	W1, U1, U2, U3, K1, K2	lecture
5.	5) Business level strategies	W1, U1, U2, U3, K1, K2	lecture
6.	6) Corporate strategies	W1, U1, U2, U3, K1, K2	lecture
7.	7) Strategic organizational design	W1, U1, U2, U3, K1, K2	lecture
8.	8) Strategic management in the international setting	W1, U1, U2, U3, K1, K2	lecture
9.	9) Strategic leadership, strategic innovativeness and entrepreneurship	W1, U1, U2, U3, K1, K2	lecture
10.	10) Corporate social responsibility and ethical considerations	W1, U1, U2, U3, K1, K2	lecture
11.	11) Formulating and implementing successful strategies	W1, U1, U2, U3, K1, K2	lecture
12.	12) Strategic consulting	U1, U2, U3, K1, K2	lecture

## Additional information

Activities	Methods of conducting classes
lecture	Lecture using multimedia techniques, Lecture using case studies, Solving a case study/real problem of an organization, Working on a project

Activities	Examination method	Percentage
lecture	Final test (written) - test	70%
lecture	End-of-course assessment - individual presentation	30%

Activities	Credit conditions
lecture	Passing the test and presenting the end-of-course assessment

## Literature

### Obligatory

1. Hitt, M. Ireland, D. Hoskisson, R.E.: Strategic Management. Competitiveness and Globalization. Concepts (w:) 0 (red.) 0. Wyd. Cengage Learning, Toronto, 2017. 0.  
<https://www.amazon.com/Strategic-Management-Concepts-Competitiveness-Globalization/dp/1305502205>
2. Dess, G.G., Lumpkin, G.T., Taylor, M.L.: Strategic management. Text & cases. New York: Mc Graw-Hill/Irwin, 2020.
3. T. Wunder: Essentials of Strategic Management: Effective Formulation and Execution of Strategy in the Era of Sustainability. Schäffer-Poeschel Verlag; 2. aktualisierte und erweiterte Auflage 2023.

### Optional

1. Dyduch W.: Entrepreneurial strategy stimulating value creation. Conceptual findings and some empirical tests.. Wyd. Entrepreneurial Business and Economics Review, 2019. vol. 7, no. 3 s. 65-82..
2. Dyduch W, Chudziński P, Cyfert S, Zastempowski M (2021) Dynamic capabilities, value creation and value capture: Evidence from SMEs under Covid-19 lockdown in Poland. PLoS ONE 16(6): e0252423.  
<https://doi.org/10.1371/journal.pone.0252423>
3. Chudziński, P., Cyfert, S., Dyduch, W. and Zastempowski, M. (2022), "Leadership decisions for company SurVIRval: evidence from organizations in Poland during the first Covid-19 lockdown", Journal of Organizational Change Management, Vol. 35 No. 8, pp. 79-102. <https://doi.org/10.1108/JOCM-09-2021-0289>.

## Calculation of ECTS points

Activity form	Activity hours*
lecture	30
Analysis of lecture notes	18
Preparation of the end-of-course assessment - individual project	10
Solving tasks and case studies	10
Literature study	18
Consultations	2
Re-sit assignement	2
<b>Student workload</b>	<b>Hours</b> 90
<b>Number of ECTS points</b>	<b>ECTS</b> 3

\* hour means 45 minutes

## Major learning outcomes for the subject

Code	Content
FAB.M_K01	Critically evaluates the obtained information and acquired knowledge of finance, business, and accounting, including from an international perspective.
FAB.M_K03	Is ready to fulfill social obligations, initiate and co-organize activities for the benefit of the community following the public interest using strategic thinking and acting in an entrepreneurial manner while also being aware of the consequences of financial decisions made in such activities.
FAB.M_U01	Can apply their knowledge to formulate and solve complex and unusual problems in the field of finance and accounting, also from an international perspective, and perform tasks under the conditions of uncertainty, using advanced information and communication techniques by: - proper selection of sources of information and their critical evaluation, analysis, synthesis and creative interpretation, - selection and application of methods and tools (including adaptation of existing ones and development of new approaches) appropriate for finance and accounting, including selection of proper solutions for the communication of information in financial statements.
FAB.M_U02	Can formulate and test hypotheses related to simple research problems in finance and accounting, including those in connection with business, also in international perspective.
FAB.M_U04	Is proficient in a foreign language at B2 level of the Common European Framework of Reference for Languages and in specialized terminology in finance and accounting.
FAB.M_W01	Knows and understands, to an in-depth degree, selected phenomena and processes in the discipline of economics and finance occurring in the field of finance and accounting and their relationship to the conduct of economic activity on a national and international scale, as well as methods and theories explaining the complex relationships between the financial and real sphere of the economy.