

Title (Zarządzanie strategiczne)	Code 1011102311011160733
Field Management - Full-time studies - Second-cycle studies	Year / Semester 1 / 1
Specialty -	Course core
Hours Lectures: 3 Classes: 15 Laboratory: - Projects / seminars: -	Number of credits 4
	Language polish

Lecturer:

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Status of the course in the study program:

-obligatory course in the second cycle of full-time Management study

Assumptions and objectives of the course:

-The goal of the course refers to shaping competences and skills about the following: understanding the essence, principles and rules of strategic management; understanding the methods of strategic analysis; using the methods of strategic planning and analysis to solve managerial problems.

Contents of the course (course description):

-The program of the subjects includes the following. The essence of strategy and strategic management. The schools and currents of strategic management. Kinds of classical strategies. Global and local context of strategy. Vision, mission and strategic objectives of the organization. Methods of strategic analysis of the both macro-environment and industry environment. The methods of strategic planning. Implementation of strategy. Strategy and organizational structure. Strategy and organizational culture. Strategic controlling. Resource school strategic management. Learning organization. Cooperation strategies and strategies creating the added value. Models of business. Strategic management in continuously increasing turbulences of the environment.

Introductory courses and the required pre-knowledge:

-Basis of organization science and management theory

Courses form and teaching methods:

-Lectures and exercises (international students workshop). Moderation of small group working.

Form and terms of complete the course - requirements and assessment methods:

-Test and project. Presentation and discussion the results of case study

Basic Bibliography:

Additional Bibliography:

