

STUDY MODULE DESCRIPTION FORM		
Name of the module/subject Strategic Management		Code 1011105211011100198
Field of study Engineering Management - Part-time studies -	Profile of study (general academic, practical) (brak)	Year /Semester 1 / 1
Elective path/specialty Communication Management in	Subject offered in: Polish	Course (compulsory, elective) obligatory
Cycle of study: Second-cycle studies	Form of study (full-time, part-time) part-time	
No. of hours Lecture: 18 Classes: 10 Laboratory: - Project/seminars: -		No. of credits 4
Status of the course in the study program (Basic, major, other) (brak)		(university-wide, from another field) (brak)
Education areas and fields of science and art		ECTS distribution (number and %)
Responsible for subject / lecturer:		
prof. dr hab. inż. Stefan Trzcieliński, prof. nadzw. email: stefan.trzcielinski@put.poznan.pl tel. +48 61 665 3373 Faculty of Engineering Management ul. Strzelecka 11 60-965 Poznań		
Prerequisites in terms of knowledge, skills and social competencies:		
1	Knowledge	The student is able to explain the basic issues of organization science and management theory.
2	Skills	Is able to identify and associated the Basic problems of organization science and management theory.
3	Social competencies	Presents the readiness to update and developer his knowledge and skills. Is open for team based working.
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 and planning; using the methods of strategic planning and analysis to solve managerial problems.		
Study outcomes and reference to the educational results for a field of study		
Knowledge:		
1. The student knows the schools of strategic management (SM) and is able to match them with contextual sciences - [K2A_01] 2. He knowi the corporate level strategies and the foreign market entry strategies - [K2A_W05] 3. He knows the methods of strategic analysis - [K2A_W09, K2A_W11] 4. He knowi the relations between the changes of strategy and organizational structures - [K2A_W015, K2A_W16]		
Skills:		
1. The student is able to interpret and explain the phenominas taking place in the enterprise?s environment - [K2A_U01] 2. He is able to implement the methods of strategic analysis - [K2A_U02] 3. He is able to analyse the events and phenominas that Take place in the macroenvironment and industry environment - [K2A_U03] 4. He is able to use the methods of strategic analysis to anticipate the changes taking place in the environment - [K2A_U04] 5. He is able to took a critical stance on the mission, strategic goals and strategy of the enterprise from theview point of strategic management - [K2A_U06] 6. He is able toformulate the mission, define the strategic golas and to craft the strategy of an enterprise - [K2A_U07] 7. Using the theory of SM he is able to interperate the results of strategic analysis - [K2A_U08]		
Social competencies:		

<p>1. He is conscious that it is necessary to update the knowledge with the development of the schools and theories of SM - [K2A_K01]</p> <p>2. He is able to work in team and is open for proposals of other participants of the team - [K2A_K02]</p> <p>3. He is able to perceive the cause and effect relations in the process of achieving the goals and rank the importance of alternative or competitive tasks in the SM projects - [K2A_K03]</p> <p>4. He is conscious about the importance of professional behavior, respecting the ethical occupational principles and the variety of opinion and cultures in the SM projects - [K2A_K04]</p> <p>5. He is able to add the valuable contribution in the SM projects - [K2A_K05]</p> <p>6. He is conscious about the necessity of interdisciplinary knowledge and skills to resolve complex problems of the organization and about the usefulness of creating the interdisciplinary teams in SM projects - [K2A_K06]</p> <p>7. Is able to locate the business ideas in the context of the enterprise's strategy - [K2A_K07]</p>
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Assessment methods of study outcomes	
<p>-Forming appraisal:</p> <p>a) Seminars/workshop: on the base of current progress in performing the tasks concerning the mission statement, formulating the goals and crafting the strategy of the enterprise (case study).</p> <p>b) Lectures: on the base on answering the questions concerning the previously studied material.</p> <p>Final appraisal:</p> <p>a) Seminars/workshop: on the base of (1) public presentation of the mission, strategic goals and the strategy of the enterprise; (2) discussion after the presentation; (3) quality of prepared posters for the presentation.</p> <p>b) Lectures: on the base of the exam (multichoice test); at least one answer is correct; each question is graded from 0 to 1; at least 55% of grades is needed to pass the exam. The student can enter the exam after passing the seminar/workshop.</p>	
Course description	
<p>-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 macroenvironment and industry environment. The methods of strategic planning. Implementation of strategy. Strategy and organizational structure. Strategy and organizational culture. Strategic controlling. Resource school of strategic management. Learning organization. Cooperation strategies and strategies creating the added value. Models of business. Strategic management in continuously increasing turbulences of the environment.</p> <p>Teaching methods:</p> <p>Lectures - monographic and conversational</p> <p>Exercises - workshops based on case studies using visual moderation methods</p>	
Basic bibliography:	
<p>1. Kałkowska J., Pawłowski E., Trzcielińska J., Trzcieliński S., Włodarkiewicz-Klimek H., Zarządzanie strategiczne. Metody analizy strategicznej przykładami, Wydawnictwo Politechniki Poznańskiej, Poznań, 2010.</p> <p>2. Gierszewska G., Romanowska M., Analiza strategiczna przedsiębiorstwa, Polskie Wydawnictwo Ekonomiczne, Warszawa, 2009</p> <p>3. Stabryła A., Zarządzanie strategiczne w teorii i praktyce firmy, PWN, Warszawa, 2007.</p> <p>4. Banaszyk P., Zmienność zarządzania strategicznego przedsiębiorstwem. Wydawnictwo Uniwersytetu Ekonomicznego w Poznaniu. Poznań, 2011.</p>	
Additional bibliography:	
<p>1. Urbanowska-Sojkin E., Banaszyk P., Witczak H., Zarządzanie strategiczne przedsiębiorstwem, Polskie Wydawnictwo Ekonomiczne, Warszawa, 2004</p> <p>2. Dess G.G., Lumpkin G.T., Eisner A., Strategic Management. Text & cases, McGraw-Hill, 2010.</p> <p>3. Pearce J., Robinson R., Strategic management: Formulation, implementation & control, McGraw-Hill, 2010.</p> <p>4. Thompson, Strickland, Strategic management. Concepts and cases, McGraw-Hill, 2001.</p>	
Result of average student's workload	
Activity	Time (working hours)

1. Lecture	18	
2. Seminar/workshop	10	
3. Preparation before exam	25	
4. Exam	5	
5. Preparation before seminar/workshop	25	
6. Consult with the teacher	10	
7. Discussion of the exam results	2	
8. Discussion of the seminar/workshop results	3	
Student's workload		
Source of workload	hours	ECTS
Total workload	98	4
Contact hours	48	2
Practical activities	10	1