



COURSE DESCRIPTION CARD - SYLLABUS

Course name

Strategic Management

Course

Field of study

Engineering Management

Area of study (specialization)

Level of study

Second-cycle studies

Form of study

full-time

Year/Semester

1/1

Profile of study

general academic

Course offered in

polish, english

Requirements

compulsory

Number of hours

Lecture

30

Laboratory classes

Tutorials

15

Projects/seminars

Other (e.g. online)

Number of credit points

4

Lecturers

Responsible for the course/lecturer:

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Responsible for the course/lecturer:

Prerequisites

Knowledge: Can explain the basic issues of organizational science and management theory.

Skills: Is able to identify and associate the basic problems of organization science and management theory.

Competences: Demonstrates readiness to develop their knowledge and skills. Is open to team work.

Course objective

The aim of the course is to acquire knowledge, skills and competences in the field of: understanding the essence, principles and correctness of strategic management; understanding methods of strategic



analysis and strategic planning; the use of strategic analysis methods and strategic planning to solve management problems and shape the company's strategy.

Course-related learning outcomes

Knowledge

Knows the methods and tools of strategic analysis and strategic planning in depth [P7S_WG_02]

Knows the relationship between changes in strategy and organizational structures [P7S_WG_05]

Knows internationalization strategies at the corporate level and strategies for entering foreign markets [P7S_WG_06]

Knows the methods of strategic analysis [P7S_WG_07]

Skills

Is able to interpret and explain phenomena occurring in the enterprise environment [P7S_UW_01].

Is able to use strategic analysis methods to forecast changes in the environment [P7S_UW_02].

Is able to interpret the results of strategic analysis based on ZS theory [P7S_UW_05].

Is able to formulate the mission, goals and strategy of the company [P7S_UW_06].

Is able to critically respond to the mission, goals and strategy of the company from the perspective of strategic management [P7S_UW_07].

Social competences

Is able to see cause-and-effect relationships in achieving set goals and rank the importance of alternative or competitive tasks in CS projects [P7S_KK_02]

Is able to make substantive input in the implementation of projects [P7S_KO_01]

Is able to embed business ideas in the context of the company's strategy [P7S_KO_03]

Is aware of the importance of professional behavior, compliance with the principles of professional ethics and respect for the diversity of views and cultures in shaping the company's strategy [P7S_KR_01]

Methods for verifying learning outcomes and assessment criteria

Learning outcomes presented above are verified as follows:

Formative assessment:

a) in the scope of exercises - workshops: based on the assessment of the current progress of task implementation in the process of shaping the mission, goals and strategy of the enterprise (case study.

b) in the scope of lectures: on the basis of answers to questions about material processed in previous lectures,

Summative assessment:



a) in the scope of exercises (workshops) on the basis of: (1) public presentation of the mission, goals and results of strategic analysis and company strategy; (2) discussion after the presentation; (3) the form and quality of prepared materials (posters),

b) in the scope of lectures: exam in the form of a choice test, with answers among which at least one is correct; each question is scored on a scale of 0 to 1; the exam is passed after obtaining at least 55% of points. You can take the exam after passing the exercises - workshops.

Programme content

The course program covers the following issues: The essence of strategy and strategic management. Schools and currents of strategic management. Levels and types of classic strategies. Global and local strategy context. The vision, mission and strategic goals of the organization. Methods of strategic analysis of the environment of further and closer organization. Strategic planning methods. Strategy implementation. Strategy and structure as well as strategy and culture of an organization. Strategic Controlling. Strategic management characteristic of the resource stream. A learning organization. Strategies of cooperation and creating added value. Business (security) models. Strategic management in increasing turbulence of the environment.

Teaching methods

Lectures - monographic and conversational

Classes - workshops based on case studies using visual moderation methods

Bibliography

Basic

Kałkowska J., Pawłowski E., Trzcielińska J., Trzcieliński S., Włodarkiewicz-Klimek H., Zarządzanie strategiczne. Metody analizy strategicznej przykładami, Wydawnictwo Politechniki Poznańskiej, Poznań, 2010.

Gierszewska G., Romanowska M., Analiza strategiczna przedsiębiorstwa, PWE, Warszawa 2009.

Romanowska M., Planowanie strategiczne, PWE warszawa 2017.

Stabryła A., Zarządzanie strategiczne w teorii i praktyce firmy, PWN, Warszawa, 2007.

Additional

Banaszyk P., Zmienność zarządzania strategicznego przedsiębiorstwem. Wydawnictwo Uniwersytetu Ekonomicznego w Poznaniu. Poznań, 2011.

STRATEGOR, Zarządzanie firmą. Strategie. Struktury. Decyzje. Tożsamość, Polskie Wydawnictwo Ekonomiczne, Warszawa 1995.

Urbanowska - Sojkin (red.), Zarządzanie strategiczne przedsiębiorstwem, PWE, Warszawa 2007.



Breakdown of average student's workload

| | Hours | ECTS |
|---|-------|------|
| Total workload | 100 | 4,0 |
| Classes requiring direct contact with the teacher | 45 | 2,0 |
| Student's own work (literature studies, preparation for laboratory classes/tutorials, preparation for tests/exam, project preparation) ¹ | 55 | 2,0 |

¹ delete or add other activities as appropriate