



COURSE DESCRIPTION CARD - SYLLABUS

Course name

Strategic management

Course

Field of study

Logistics

Area of study (specialization)

Manager of a Transport and Forwarding Company

Level of study

Second-cycle studies

Form of study

full-time

Year/Semester

1/1

Profile of study

general academic

Course offered in

Polish

Requirements

compulsory

Number of hours

Lecture

30

Laboratory classes

Other (e.g. online)

Tutorials

15

Projects/seminars

Number of credit points

4

Lecturers

Responsible for the course/lecturer:

Ph.D., Eng. Edmund Pawłowski

Mail to: edmund.pawlowski@put.poznan.pl

Faculty of Engineering Management

ul. J. Rychlewskiego 2, 60-965 Poznań

Responsible for the course/lecturer:

Prof. Stefan Trzcieliński, Ph.D., D.Sc., Eng.

Mail to: stefan.trzcielinski@put.poznan.pl

Faculty of Engineering Management

ul. J. Rychlewskiego 2, 60-965 Poznań

Prerequisites

Knowledge of the basics of management and economics.

Course objective

The aim of the course is to acquire knowledge, skills and competences in the field of: understanding the essence, principles and rules 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

The student characterizes and analyzes strategic management processes, including vision, mission, and



strategic objectives of the organization, considering logistics and supply chain management [P7S_WG_05, P7S_WG_08].

The student identifies and explains typologies of strategies and international strategies, applying knowledge about the life cycle of socio-technical systems and industrial products [P7S_WG_06].

The student describes best practices in strategic management, in the context of fundamental dilemmas of modern civilization, with emphasis on logistics and supply chain management [P7S_WK_04].

Skills

The student designs and conducts scientific research related to strategic management, using methods and tools characteristic of logistics and supply chain management [P7S_UW_02].

The student prepares well-documented studies on problems in the field of strategic management, both in Polish and English, utilizing strategic analysis methods [P7S_UK_02].

The student takes a leading role in project teams, in the selection of tools and methods for solving problems related to strategic management, especially in the context of logistic systems [P7S_UO_02].

Social competences

The student understands the necessity of continuous knowledge updating in the field of logistics and strategic management, recognizing the rapid obsolescence of knowledge in this area [P7S_KK_01].

The student identifies and resolves professional and ethical dilemmas in the logistics manager profession, respecting the diversity of cultures and views [P7S_KK_02].

The student plans and manages business projects creatively, using acquired knowledge to formulate innovative business strategies [P7S_KO_01].

Methods for verifying learning outcomes and assessment criteria

Learning outcomes presented above are verified as follows:

Lecture: Formative assessment: on the basis of short individual or team tasks completed during the lecture. Summative assessment: exam in the form of a multiple 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.

Exercises: Formative assessment: 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). Summative assessment: on the basis of: public presentation of the mission, goals and results of strategic analysis and company strategy; discussion after the presentation; the form and quality of prepared materials (posters).

Programme content

Lecture: The environment of contemporary organizations. The essence of strategic management. Strategic management as a process: the vision, mission and strategic goals of organization; the essence and levels of strategy; implementation of strategy; strategic controlling. Strategy and the structure and



culture of organization. Strategic planning and analysis - methods of analysis of macroenvironment, industry environment and potential of the organization. Thpology of strategy. Strategies of internationalization. Summarizing - schools of strategic management, strategy vs business model.

Exercices: Best practices and case studies in the field of strategic management.

Teaching methods

Lecture: monographic and conversational.

Exercices: classes - workshops based on case studies using visual moderation methods.

Bibliography

Basic

Trzcieleński S., Kruszyński M., Trzcieleńska J. (2023), Shaping the enterprise’s strategy – theory and practice. Kształtowanie strategii przedsiębiorstwa – teoria i praktyka. Publishing House of Poznan University of Technology, Poznań.

Additional

Lynch R., Strategic Management. Pearson, Harlow, 2012.

Grant R.M., Contemporary Strategy Analysis, John Wilay & Sons, Barcelona, 2010.

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, resolving micro-tasks, preparation for test/exam, project preparation case study) ¹	55	2,0

¹ delete or add other activities as appropriate