



COURSE DESCRIPTION CARD - SYLLABUS

Course name

Strategic management

Course

Field of study

Management and production engineering

Area of study (specialization)

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Level of study

Second-cycle studies

Form of study

full-time

Year/Semester

1/2

Profile of study

general academic

Course offered in

Polish

Requirements

compulsory

Number of hours

Lecture

15

Laboratory classes

Other (e.g. online)

Tutorials

15

Projects/seminars

Number of credit points

2

Lecturers

Responsible for the course/lecturer:

PhD. Eng. Marta Grabowska

Responsible for the course/lecturer:

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Faculty of Mechanical Engineering

Piotrowo Street, 3/305, 60-965 Poznan

Prerequisites

The student should have knowledge of the basics of management. The student should be able to select and use in practice management methods and techniques..

Course objective

Acquiring knowledge and skills in the selection and use of basic tools of strategic analysis and the ability to create an organization strategy.

Course-related learning outcomes

Knowledge



The student knows and is able to choose the methods of analyzing the environment and the company appropriate to the situation.

Student knows the SWOT analysis procedure.

Student knows the process of creating a strategy and its determinants.

Skills

The student is able to make a basic analysis of the environment and the company.

The student is able to develop strategic plans and translate them into operational tasks.

The student understands the importance of the impact of forecasts on the strategic plan.

Social competences

The student is able to cooperate and lead a team that performs management tasks.

The student is able to think and act in an entrepreneurial manner.

Methods for verifying learning outcomes and assessment criteria

Learning outcomes presented above are verified as follows:

The knowledge acquired during the lecture is verified during the exam, which consists of 3 parts: single-choice questions, multiple-choice questions and open-ended questions. 50% pass mark.

The knowledge acquired during the exercises is verified through the work carried out during the classes. During the last class, the prepared studies are presented and defended.

Programme content

Lecture:

Definitions, areas, functions, principles and stages of strategic management. Mission, vision, goals of the company. Concepts, classification and characteristics of basic types of enterprise strategies. Implementing the strategy. Analysis of the company's environment (macro-environment analysis, micro-environment analysis). Analysis of the company's potential (interior analysis). Technology assessment. Planning of the production portfolio. Strategic position of the company in the environment. SWOT analysis. Normative strategies. Strategic options. Setting strategic goals. Strategic plan (functional strategies, schedule, budgets). Strategic control.

Exercises:

Implementation of the Enterprise Strategy project. Environment analysis (Point Scenario Analysis, Porter's Five Forces), Enterprise Analysis (Resource Analysis, Portfolio Analysis, Strategic Balance). Develop a SWOT. SWOT analysis. Defining the normative strategy. Formulating Strategic Options. Defining Strategic Goals. Formulating a mission, vision and proper strategy. Constructing a Strategic Plan.

Teaching methods



Lecture: multimedia presentation illustrated with examples solved together on the blackboard, discussion, case study.

Exercises: problem solving, discussion, workshops.

Bibliography

Basic

Urbanowska-Sojkin E., Banaszyk P., Witczak H., Strategic management of the enterprise, PWE, Warsaw 2007

Additional

Gierszewska G., Romanowska M., Strategic analysis of the enterprise, Warsaw 2003

Breakdown of average student's workload

	Hours	ECTS
Total workload	50	2,0
Classes requiring direct contact with the teacher	35	1,5
Student's own work (literature studies, preparation for laboratory classes/tutorials, preparation for tests/exam, project preparation) ¹	15	0,5

¹ delete or add other activities as appropriate