



COURSE DESCRIPTION CARD - SYLLABUS

Course name

Strategic Management [S2Log2E>ZS]

Course

Field of study

Logistics

Year/Semester

1/1

Area of study (specialization)

Logistics Systems

Profile of study

general academic

Level of study

second-cycle

Course offered in

english

Form of study

full-time

Requirements

compulsory

Number of hours

Lecture

30

Laboratory classes

0

Other (e.g. online)

0

Tutorials

15

Projects/seminars

0

Number of credit points

4,00

Coordinators

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Lecturers

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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. Topology of strategy. Strategies of internationalization. Summarizing - schools of strategic management, strategy vs business model. Exercises: Best practices and case studies in the field of strategic management.

Teaching methods

Lecture: monographic and conversational.

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

Bibliography

Basic:

1. Trzcieliński S., Kruszyński M., Trzcielińska J. (2023). Shaping the enterprise's strategy - theory and practice. Kształtowanie strategii przedsiębiorstwa - teoria i praktyka. Publishing House of Poznan University of Technology, Poznań, 342 s.

Open access: https://wydawnictwo.put.poznan.pl/books/isbn_978-83-7775-718-5

2. Kennedy R. (2020). Strategic Management. Virginia Tech. Publishing.

3. Thompson A., Strickland A., Gamble J. (2015). Crafting and Executing Strategy: Concepts and Readings 20th Edition. McGraw-Hill Education.

Additional:

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

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

3. Ciszewska-Mlinaric M., Obłók K., Wąsowska A., Strategia korporacji, Wydawnictwo Nieoczywiste,

Warszawa, 2021.

4. Kałkowska J., Pawłowski E., Trzcieleńska J., Trzcieleński S., Włodarkiewicz-Klimek H., Zarządzanie strategiczne. Metody analizy strategicznejz przykładami, Wydawnictwo Politechniki Poznańskiej, Poznań, 2010.

Breakdown of average student's workload

	Hours	ECTS
Total workload	100	4,00
Classes requiring direct contact with the teacher	45	2,00
Student's own work (literature studies, preparation for laboratory classes/ tutorials, preparation for tests/exam, project preparation)	55	2,00