



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

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.

Course topics

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 Wilay & Sons, Barcelona, 2010.

3. Ciszewska-Mlinaric M., Obłók K., Wąsowska A., Strategia korporacji, Wydawnictwo Nieoczywiste, Warszawa, 2021.

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

Breakdown of average student's workload

	Hours	ECTS
Total workload	0	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