



COURSE DESCRIPTION CARD - SYLLABUS

Course name

Strategic management [S2LiK2P>ZS]

Course

Field of study

Aerospace Engineering

Year/Semester

1/2

Area of study (specialization)

–

Profile of study

practical

Level of study

second-cycle

Course offered in

Polish

Form of study

full-time

Requirements

compulsory

Number of hours

Lecture

15

Laboratory classes

0

Other (e.g. online)

0

Tutorials

0

Projects/seminars

15

Number of credit points

2,00

Coordinators

dr inż. Jowita Trzcielińska

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Lecturers

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 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:

1. Knows the basic concepts of economics, relating in particular to air transport, has basic knowledge of management and running a business, and knows the general principles of creating and developing forms of individual entrepreneurship, especially in the aspect of airline companies

Skills:

1. Has the ability to self-educate with the use of modern teaching tools, such as remote lectures, websites and databases, teaching programs, e-books.
2. Understands the need for lifelong learning, can inspire and organize the learning process of other people

Social competences:

1. Is ready to critically evaluate the knowledge and content received, recognize the importance of knowledge in solving cognitive and practical problems, and consult experts in case of difficulties in solving the problem on its own
2. Can think and act in an entrepreneurial manner

Methods for verifying learning outcomes and assessment criteria

Learning outcomes presented above are verified as follows:

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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 short individual or team tasks completed during the lecture.

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 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.

Programme content

The course program covers the following issues: 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. Typology of strategy. Strategies of internationalization. Summarizing - schools of strategic management, strategy vs business model.

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. Typology of strategy. Strategies of internationalization. Summarizing - schools of strategic management, strategy vs business model.

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 strategicznejz przykładami, Wydawnictwo Politechniki Poznańskiej, Poznań, 2010.

Lynch R. (2012). Strategic Management. Pearson, Harlow. Urbanowska - Sojkin (red.), Zarządzanie strategiczne przedsiębiorstwem, PWE, Warszawa 2007.

Gierszewska G., Romanowska M., Analiza strategiczna przedsiębiorstwa, PWE, Warszawa 2017.
Romanowska M., Planowanie strategiczne, PWE warszawa 2017.
Stabryła A., Zarządzanie strategiczne w teorii i praktyce firmy, PWN, Warszawa, 2007.

Additional:

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

Ciszewska-Mlinaric M., Obłók K., Wąsowska A. (2021). Strategia korporacji. Wudawnictwo Nieoczywiste, Warszawa.

Banaszyk P., Zmienność zarządzania strategicznego przedsiębiorstwem. Wydawnictwo Uniwersytetu Ekonomicznego w Poznaniu. Poznań, 2011.1

Breakdown of average student's workload

	Hours	ECTS
Total workload	50	2,00
Classes requiring direct contact with the teacher	30	1,00
Student's own work (literature studies, preparation for laboratory classes/ tutorials, preparation for tests/exam, project preparation)	20	1,00