



COURSE DESCRIPTION CARD - SYLLABUS

Course name

Business strategy [S2FT2>StrBiz]

Course

Field of study

Technical Physics

Year/Semester

2/3

Area of study (specialization)

–

Profile of study

general academic

Level of study

second-cycle

Course offered in

Polish

Form of study

full-time

Requirements

compulsory

Number of hours

Lecture

0

Laboratory classes

0

Other

0

Tutorials

0

Projects/seminars

15

Number of credit points

1,00

Coordinators

dr inż. Magdalena Hryb

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Lecturers

Prerequisites

The student should have knowledge of the basics of managing the business operations. Social competences - the student understands the need to learn and acquire new knowledge; is able to work in a team; sees opportunities for continuous improvement in various areas of life, including the activities of the organization.

Course objective

To familiarize the student with business strategies and selected instruments supporting the formulation and management of business strategy.

Course-related learning outcomes

Knowledge:

The student knows the general principles of functioning and running an individual entrepreneurship within the scope appropriate for the field of study Technical Physics.

Skills:

The student has the ability to self-educate and is able to determine directions for further learning .

The student has the necessary preparation to work in design and research teams and in the industrial environment.

Social competences:

The student is able to think and act in a creative and enterprising manner.

The student is able to work responsibly on a given multi-threaded task, independently and in a team; is able to properly define priorities for the implementation of tasks defined by himself or others.

Methods for verifying learning outcomes and assessment criteria

Learning outcomes presented above are verified as follows:

In terms of the methods used to verify the achieved learning outcomes, the following grade thresholds are used:

50.1-60% satisfactory (3,0);

60.1-70% satisfactory+ (3,5);

70.1-80% good (4,0);

80.1-90% good+ (4,5);

from 90.1% very good (5,0).

Formative assessment - based on the assessment of the current progress of project tasks. Summative

assessment - assessment: teamwork; checking the project tasks completed during the semester.

Assessment and assessment at the end of the semester.

Programme content

Project classes - team development and presentation of selected elements of business strategies (including the mission and vision of the organization, SMART goal, SWOT analysis, Porter's 5 forces analysis, BMC business model, EP presentation).

Course topics

1. Definition and fundamentals of Business Strategy.
2. Strategic and operational management.
3. Vision, mission, values, organizational culture.
4. BMC - Business Model Canvas.
5. Porter's 5 Forces model.
6. SWOT analysis.
7. Balanced Scorecard.
8. Introduction to Design Thinking.
9. Elevator Pitch presentation.
10. Business Strategies - case studies.

Teaching methods

Project: performing problem-solving tasks, working with case-study examples, discussions, team work.

Bibliography

Basic:

Brian Tracy, Business Strategy. Strategia biznesowa, 2017.

Osterwalder Alexander Pigneur Yves, Business Model Generation. Tworzenie modeli biznesowych. Podręcznik wizjonera, 2022.

Additional:

Kaplan S., Norton David S., Balanced Scorecard. Strategiczna karta wyników, 2001.

Breakdown of average student's workload

	Hours	ECTS
Total workload	25	1,00
Classes requiring direct contact with the teacher	15	0,50
Student's own work (literature studies, preparation for laboratory classes/ tutorials, preparation for tests/exam, project preparation)	10	0,50