COURSE DESCRIPTION CARD - SYLLABUS

Course name
Strategic Management [N2Log2>ZS]

Course

Field of study
Logistics

Year/Semester
1/1

Area of study (specialization)
–

Profile of study
general academic

Level of study
second-cycle

Course offered in
Polish

Form of study
part-time

Requirements
compulsory

Number of hours

Lecture	Laboratory classes	Other
16	0	0

Tutorials	Projects/seminars	
14	0	

Number of credit points

4,00

Coordinators

prof. dr hab. inż. Stefan Trzcieliński
stefan.trzcielinski@put.poznan.pl

Lecturers

dr Daria Motała
daria.motala@put.poznan.pl

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:
1. Student knows the factors of both business environment and enterprise's potential affecting strategy formation [P7S_WK_02]
2. Student knows the phases in the strategic management process [P7S_WG_08]
3. Student knows the strategic management levels [P7S_WG_05]
4. Student knows the methods of strategic analysis [P7S_WK_01]
5. Student knows the typology of strategies [P7S_WK_04]

6. Student knows the international strategies [P7S_WG_06]

Skills:
1. Student is able to formulat strategic missions and goals [P7S_UU_01]
2. Student is able to select the methods od strategic analusis [P7S_UO_02]
3. Student is able to conduct macroenvironment and competitive environment analysis [P7S_UW_02]
4. Student is able to conduct the analysis of enterprise's potential [P7S_UK_02]
5. Student is able to formulat of enterprise strategy [P7S_UW_01]

Social competences:
1. Student recognizes the cause-and-effect relationships in achieving the goals and grades the significance of alternative or competitive tasks [P7S_KK_01]
2. Student correctly identifies and resolves dilemmas related to the profession of logistics manager, observing the principles of professional ethics and respecting the diversity of views and culture [P7S_KK_02]
3. Student is able to plan and manage business ventures in a creative way [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. Thpology of strategy. Strategies of internationalization. Summarizing - schools of strategic management, strategy vs business model.
Exercices: 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. Thpology of strategy. Strategies of internationalization. Summarizing - schools of strategic management, strategy vs business model.
Exercices: Best practices and case studies in the field of strategic management.

Teaching methods

Lecture: monographic and conversational.
Exercices: 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. Kałkowska J., Pawłowski E., Trzcielińska J., Trzcieliński S., Włodarkiewicz-Klimek H., Zarządzanie strategiczne. Metody analizy strategicznejz przykładami, Wydawnictwo Politechniki Poznańskiej, Poznań, 2010.

3. Romanowska M., Planowanie strategiczne, PWE, Warszawa, 2017.

4. Stabryła A., Zarządzanie strategiczne w teorii i praktyce, Polskie Wydawnictwo Naukowe, Warszawa, 2019.

Additional:

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

2. Gierszewska G., Romanowska M., Analiza strategiczna przedsiębiorstwa, PWE, Warszawa, 2017.

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

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

Breakdown of average student's workload

	Hours	ECTS
Total workload	100	4,00
Classes requiring direct contact with the teacher	30	1,50
Student's own work (literature studies, preparation for laboratory classes/ tutorials, preparation for tests/exam, project preparation)	70	2,50