COURSE DESCRIPTION CARD - SYLLABUS

Course name
Strategic Management [N2AiR1>POH1-ZS]

Course

Field of study
Automatic Control and Robotics

Year/Semester
1/2

Area of study (specialization)
Autonomous Robots and Systems

Profile of study
general academic

Level of study
second-cycle

Course offered in
Polish

Form of study
part-time

Requirements
elective

Number of hours

Lecture
10

Laboratory classes
0

Other
0

Tutorials
10

Projects/seminars
0

Number of credit points

3,00

Coordinators

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Lecturers

Prerequisites

Knowledge: A student beginning this course should have a basic knowledge of the issues of organization science and management theory. Skills: He should have the ability to solve basic problems in the area of organization science and management theory and the ability to obtain information from indicated sources. He/she should also understand the necessity of broadening his/her competence / be ready to cooperate within a team Social competences: In terms of social competence the student should demonstrate such attitudes as honesty, responsibility, perseverance, cognitive curiosity, creativity, personal culture, respect for other people.

Course objective

The aim of the course is to develop skills and competencies in: understanding the essence, principles and regularities of strategic management; understanding methods of strategic analysis and strategic planning; applying methods of strategic analysis and strategic planning to solve management problems.

Course-related learning outcomes

Knowledge
1. He/she the knowledge necessary to understand the economic, legal and social aspects of engineering

activities and how they can be applied in practice; [K2_W14]
2. He/she knowledge of business operations, engineering project management and quality management; [K2_W15]
3. He/she knows methods of strategic analysis
4. He/she Knows the principles and procedures for creating an individual entrepreneurship related to automation and robotics; [K2_W17]
Skills
1. He/she can while formulating and solving tasks involving design of automatics and robotics systems see their non-technical aspects, including environmental, economic and legal; [K2_U14]
2. He/she ability to create mission, aims and strategies of an organization
3. He/she is able to make a preliminary economic analysis of engineering actions taken; [K2_U18]
4. He/she ability to interpret economic decisions and actions on the grounds of strategic management
5. He/she is able to manage a team; is able to manage a team and estimate the time needed to complete an assigned task; is able to prepare a work schedule and complete tasks ensuring that deadlines are met; [K2_U24]
Social competences
1. He/she is able to place business ideas in the context of corporate strategy; [K2_K5]
2. He/she is able to make a substantive, creative and entrepreneurial contribution to strategic management projects; [K2_K5]
3. He/she is aware of interdisciplinary character of knowledge and skills necessary to solve complex problems of the organization and of the necessity to create interdisciplinary teams during projects; [K2_K6]

Methods for verifying learning outcomes and assessment criteria

Learning outcomes presented above are verified as follows:

Learning outcomes presented above are verified as follows:
Formative assessment:
(a) for lectures:
Based on answers to questions on material discussed in previous lectures,
b) in terms of exercises:
on the basis of the assessment of the current progress of the tasks in the process of forming the mission, objectives and strategy of the enterprise (case study),
Summative assessment:
a) in terms of lectures, verification of the assumed educational effects is realized by:
i. evaluation of knowledge and skills demonstrated in a written problem-based colloquium (the student may use any teaching materials) / in the form of a choice test, with answers among which at least one is correct; each question is scored on a scale of 0 to 1; the colloquium is passed after obtaining at least 55% of points. The test can be taken after completing the exercises.
ii. discussing the results of the colloquium,
b) in the scope of the exercises the verification of the assumed educational effects is realized through
i. assessment of the student's preparation for individual exercises (entrance test)

Programme content

The lecture program includes the following topics:
The essence of strategy and strategic management. Schools and trends of strategic management. Levels and types of classical strategies. Global and local context of strategy. Vision, mission and strategic aims of organization. Methods of strategic analysis of further and closer environment of organization. Methods of strategic planning. Strategy implementation. Strategy and structure and strategy and organization culture. Strategic controlling. Strategic management characteristic of resource-based stream. Learning organization. Cooperative and value added strategies. Business (security) models. Strategic management in an increasingly turbulent environment
Classes are conducted in the form of eight 2-hour exercises and have the character of workshops with elements of visual moderation, based on a case study. The exercises are carried out by teams of 4 students. The exercise program includes the following issues:
Discussion and analysis of a practical model of strategy formation for an organization. Strategy formation for an organisation including the following stages of activity (1) Analysis of the organisation's environment using the indicated methods of strategic analysis concerning macro and micro environment, interpretation of results and indicating the possibility of their use, (2) Analysis of the organisation's potential, interpretation

of results and indicating the possibility of their use, (3) Creation of a vision, mission and strategic goals for the organisation, (4) Selection of a strategic concept and assessment of its economic and social prospects.

Course topics

none

Teaching methods

1. Lecture: multimedia presentation, case analysis, discussion
2. Exercises: practical workshop exercises with the use of elements of visual moderation, based on a case study

Bibliography

Basic
1. Kałkowska J., Pawłowski E., Trzcielińska J., Trzcieliński S., Włodarkiewicz-Klimek H., Zarządzanie strategiczne. Metody analizy strategicznej z przykładami, Wydawnictwo Politechniki Poznańskiej, Poznań, 2010.
2. Gierszewska G., Romanowska M., Analiza strategiczna przedsiębiorstwa, Polskie Wydawnictwo Ekonomiczne, Warszawa, 2009 Stabryła A., Zarządzanie strategiczne w teorii i praktyce firmy, PWN, Warszawa, 2007.
3. Banaszyk P., Zmienność zarządzania strategicznego przedsiębiorstwem. Wydawnictwo Uniwersytetu Ekonomicznego w Poznaniu. Poznań, 2011.
Additional
1. Urbanowska-Sojkin E., Banaszyk P., Witczak H., Zarządzanie strategiczne przedsiębiorstwem, Polskie Wydawnictwo Ekonomiczne, Warszawa, 2004
2. Dess G.G., Lumpkin G.T., Eisner A., Strategic Management. Text & cases, McGraw-Hill, 2010.
3. Pearce J., Robinson R., Strategic management: Formulation, implementation & control, McGraw-Hill, 2010.
4. Thompson, Strickland, Strategic management. Concepts and cases, McGraw-Hill, 2001

Breakdown of average student's workload

	Hours	ECTS
Total workload	75	3,00
Classes requiring direct contact with the teacher	20	1,50
Student's own work (literature studies, preparation for laboratory classes/ tutorials, preparation for tests/exam, project preparation)	55	1,50