



COURSE DESCRIPTION CARD - SYLLABUS

Course name

Business strategies [S1DSwB1>SwB]

Course

Field of study

Data Science in Business

Year/Semester

4/7

Area of study (specialization)

–

Profile of study

general academic

Level of study

first-cycle

Course offered in

Polish

Form of study

full-time

Requirements

elective

Number of hours

Lecture

15

Laboratory classes

0

Other

0

Tutorials

15

Projects/seminars

0

Number of credit points

3,00

Coordinators

dr Daria Motala

daria.motala@put.poznan.pl

Lecturers

Prerequisites

Knowledge of Management Basics. The student has basic knowledge of the principles of operation of enterprises. The student is able to analyze the operation of organizations related to the environment and internal conditions.

Course objective

The aim of the course is to familiarize students with the issues and conditions of developing strategies in the functioning of an enterprise.

Course-related learning outcomes

Knowledge:

Defines basic concepts and ideas related to business strategies, their importance, and methods of implementation in an organization [DSB1_W01].

Analyzes strategic models and their application in different market conditions, considering the impact of the business environment [DSB1_W04].

Describes strategic analysis tools, including environmental analysis, assessing the organization's state, and using methods such as the Ansoff matrix [DSB1_W09].

Explains the process of formulating business strategies and adapting them to changing market conditions [DSB1_W10].

Skills:

Analyzes the organization's state and its operating conditions based on available diagnostic methods and strategic tools [DSB1_U02].

Designs business strategies, considering both internal and external factors, and selecting appropriate strategic analysis methods [DSB1_U03].

Applies approaches and techniques for implementing business strategies, evaluating their effectiveness and potential risks [DSB1_U06].

Interprets the results of strategic analyses and uses them to make business decisions within the framework of strategy development planning [DSB1_U10].

Effectively collaborates in project teams, developing business development strategies and adapting them to real market conditions [DSB1_U14].

Social competences:

Takes initiatives related to the implementation of business strategies, considering the long-term consequences of the decisions made [DSB1_K04].

Takes ethical and social aspects into account when developing business strategies, ensuring sustainable development of the organization and its environment [DSB1_K05].

Methods for verifying learning outcomes and assessment criteria

Learning outcomes presented above are verified as follows:

Lectures: formative assessment - tests checking knowledge after each presented part of material, constituting a coherent topic, summative assessment - summary of points collected during the semester. The pass threshold is 50%.

Exercises: formative assessment - development of individual, consecutive elements of exercises, which are subject to systematic verification by the instructor, summative assessment - sum of points from individual exercises. The pass threshold is 50%.

Programme content

The lecture covers business strategies, discussing their importance, development stages, methods for analyzing the current state and environment, key elements of strategy, and the implementation process. Examples of strategy implementation allow for a better understanding of its application in practice. In exercises, participants develop assumptions for the strategy, assess the state of the organization and its operating conditions, use the Ansoff matrix, and plan the development of the strategy.

Course topics

Lecture:

1. The concept of strategy and its importance
2. Stages of strategy development
3. Methods of current state and environment analysis
4. Overview of types of strategies
5. Key elements of business strategies
6. Strategy implementation in the enterprise
7. Examples of business strategy implementation

Exercises

1. Development of assumptions for strategy formulation
2. Assessment of the state of the organization and its operating conditions
3. Ansoff matrix and how to translate it into practice
4. Planning ways of strategy development

Teaching methods

Informative lecture with elements of a conversational lecture. Seminar discussion.

Practice method in the form of auditorium and project exercises.

Bibliography

Basic:
Obłój K., Strategia organizacji, PWE, 2014

Additional:
Polowczyk J., Skuteczne strategie biznesowe. Teoria i praktyka, Wydawnictwo WSB w Poznaniu, 2008
Kaplan R.S., Norton D.P., Mapy strategii w biznesie. Jak przełożyć wartości na mierzalne wyniki, 2004

Breakdown of average student's workload

	Hours	ECTS
Total workload	75	3,00
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)	45	2,00