



## COURSE DESCRIPTION CARD - SYLLABUS

Course name

Strategic management [S2ETI2>ZS]

### Course

Field of study

Education in Technology and Informatics

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

full-time

Requirements

compulsory

### Number of hours

Lecture

15

Laboratory classes

0

Other

0

Tutorials

0

Projects/seminars

15

### Number of credit points

2,00

### Coordinators

dr inż. Jowita Trzcielińska

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### Lecturers

### Prerequisites

Knowledge of the organization of work and management or other subject of an introduction to management science. The ability to solve simple problems in the field of business management, the ability to obtain information from the indicated sources. Understanding the need to expand your competences, readiness to cooperate within the team.

### Course objective

1. Provide students with knowledge of methods of carrying out strategic analyzes in the course of business management, formulating a mission, vision and strategic goals. 2. Developing the ability to select appropriate analytical tools for the identified management problems. 3. Shaping students' teamwork skills.

### Course-related learning outcomes

Knowledge:

1. has general knowledge of business management issues 2. can explain the principle of using the basic tools of management analysis and knows the processes taking place in the life cycle of the company 3. has knowledge of the basic management methods and techniques used in enterprises, as well as development trends and the most important achievements in this area 4. knows the state of knowledge

in the field of analytical methods of strategic management and is familiar with the latest trends in this area 5. has knowledge about the forms of individual entrepreneurship and the features of a good entrepreneur, as well as the company's relations with the state and other market entities 6. knows the basic principles of running a business and strategic management

#### Skills:

1. uses the acquired knowledge to describe management problems 2. applies basic managerial analyzes and simplified models of enterprises to solve problems in the scope of the subject's program content 3. selects appropriate information concerning the problems of managing the organization and methods of solving these problems in specific market situations 4. determines the risks and problems associated with undertaking entrepreneurial activities, including engineering-type problems, plan appropriate activities and assess the effects of taking them 5. uses in practice the methods of strategic analysis learned in class and, on the basis of the results of the analysis, formulates recommendations for the company

#### Social competences:

1. understands the need and knows the possibilities of continuous training and improving professional, personal and social competences 2. understands the importance of non-technical aspects and effects of engineering activities 3. interacts and works in a group, assuming various roles 4. thinks and acts creatively and enterprisingly

### Methods for verifying learning outcomes and assessment criteria

Learning outcomes presented above are verified as follows:

Learning outcomes presented above are verified as follows: The knowledge of the subject of the lectures is checked by an exam in the form of a test (choice, supplement, true - false), the maximum number of points to be obtained is 100. Classes are assessed on the basis of tasks systematically performed by students during meetings and two tests - in the middle of the semester and at the end. For each test you can get a maximum of 25 points, for the exercises performed a total of 50 points. The amount of marks depends on the number of points collected. Grading scale in accordance with the regulations

### Programme content

Lecture 1. The concept of strategy and strategic management. 2. Schools and trends in strategic management. 3. Levels and types of classic strategies. 4. Global and local context of the strategy. 5. Vision, mission and strategic goals of the organization. 6. Strategic planning methods. 7. Implementation of the strategy. 8. A learning organization. 9. Strategic management in increasing environmental turbulence. Project 1. Porter's five forces analysis 2. Scenario analysis 3. Map of strategic groups 4. BCG analysis 5. Key Success Factors 6. SWOT / TOWS analysis 7. Defining mission, vision and strategic goals

### Course topics

Lecture 1. The concept of strategy and strategic management. 2. Schools and trends in strategic management. 3. Levels and types of classic strategies. 4. Global and local context of the strategy. 5. Vision, mission and strategic goals of the organization. 6. Strategic planning methods. 7. Implementation of the strategy. 8. A learning organization. 9. Strategic management in increasing environmental turbulence. Project 1. Porter's five forces analysis 2. Scenario analysis 3. Map of strategic groups 4. BCG analysis 5. Key Success Factors 6. SWOT / TOWS analysis 7. Defining mission, vision and strategic goals

### Teaching methods

Lecture: presentation with the discussed examples, solving problems, providing materials for own work. Project: students' project work in subassemblies, discussion.

### Bibliography

#### Basic:

1. Kałkowska J., Pawłowski E., Trzcielińska J., Trzcieliński S., Włodarkiewicz-Klimek H., Zarządzanie strategiczne. Metody analizy strategicznejz przykładami, Wydawnictwo Politechniki Poznańskiej, Poznań, 2010. 2. Gierszewska G., Romanowska M., Analiza strategiczna przedsiębiorstwa, Polskie Wydawnictwo

Ekonomiczne, Warszawa, 2009 3. Stabryła A., Zarządzanie strategiczne w teorii i praktyce firmy, PWN, Warszawa, 2007. 4. 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 and Cases, McGraw-Hill, 2010. 3. Pearce J., Robinson R., Strategic management: Formulation, implementation and control, McGrawHill, 2010. 4. Thompson A., Strickland A.J., Strategic management. Concepts and cases, McGraw-Hill, 2001.

### 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