



COURSE DESCRIPTION CARD - SYLLABUS

Course name

Strategic management [N2ZiIP2>ZSt]

Course

Field of study

Management and Production Engineering

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

8

Laboratory classes

0

Other

0

Tutorials

8

Projects/seminars

0

Number of credit points

2,00

Coordinators

Lecturers

Prerequisites

The student should have knowledge of the basics of management. The student should have the ability to select and use management methods and techniques in practice.

Course objective

Students will acquire knowledge and skills in the selection and use of basic tools to conduct strategic analysis and acquire the ability to create an organizational strategy.

Course-related learning outcomes

Knowledge:

Has theoretically based, detailed knowledge of enterprise management and production processes

Knows the basics and assumptions of decision support systems, including risk assessment

Has structured, theoretically based knowledge of trends in improving the organization of control and supervision of production processes

Skills:

Is able to notice and identify problems occurring in systems and production processes and select and use methods and tools appropriate to solve them

Is able to communicate within the team, with subordinates and superiors

Is able to use experimental, data analysis and simulation methods to support decisions in various areas of enterprise operation

Social competences:

Is aware of the need to critically analyze and evaluate their proposals and actions

Understands the need to make changes in production processes and in the company. Understands the need for continuous learning; can inspire and organize the learning process of team members

Has the knowledge necessary to understand the social, economic, legal and other non-technical conditions of engineering activities

Methods for verifying learning outcomes and assessment criteria

Learning outcomes presented above are verified as follows:

The knowledge acquired during the lecture is verified in the exam, which consists of 3 parts: single-choice questions, multiple-choice questions and open questions. The passing threshold is 50%. Passing the lecture if obtaining at least 50.1% correct answers. Assignment of grades to percentage ranges of results: <90–100> very good; <80–90) good plus; <70–80) good; <60–70) satisfactory plus; <50–60) satisfactory; <0–50) unsatisfactory.

The knowledge acquired during the exercises is verified through work carried out during classes. During the last classes, the prepared studies are presented and defended

Programme content

Determining the long-term goals and activities of the organization, taking into account the changing environment.

Analysis of the immediate and distant environment, analysis of the potential of the sector and the company, formulating a strategy.

Course topics

Lecture:

The sense, areas, functions, principles and stages of strategic management. Mission, vision, goals of the company. Concepts, classification and characteristics of basic types of enterprise strategy. Strategy implementation. Analysis of the enterprise's environment (analysis of the macro-environment, analysis of the micro-environment). Analysis of the company's potential (interior analysis). Technology assessment. Production portfolio planning. The strategic position of the enterprise in the environment. SWOT analysis. Normative strategies. Strategic options. Setting strategic goals. Strategic plan (functional strategies, schedule, budgets). Strategic control.

Exercises:

Project implementation: Enterprise Strategy. Environmental analysis (Scenario Point Analysis, Porter's Five Forces), Enterprise Analysis (Resource Analysis, Network Thinking Technique, Portfolio Analysis, Strategic Balance). SWOT development. SWOT analysis. Defining a normative strategy. Formulating Strategic Options. Defining Strategic Goals. Formulating a mission, vision and appropriate strategy. Development of the Strategic Plan.

Teaching methods

Lecture: multimedia presentation illustrated with examples solved together on the board, discussion, case study. Lecture conducted remotely using the synchronous access method.

Exercises: solving tasks, discussion, workshops.

Bibliography

Basic:

Urbanowska-Sojkin E., Banaszyk P., Witczak H., Strategic management of the enterprise, PWE, Warsaw 2007

Additional:

Gierszewska G., Romanowska M., Strategic analysis of the enterprise, Warsaw 2003

Breakdown of average student's workload

| | Hours | ECTS |
|--------------------------------------------------------------------------------------------------------------------------------------------|-------|------|
| Total workload | 50 | 2,00 |
| Classes requiring direct contact with the teacher | 18 | 0,50 |
| Student's own work (literature studies, preparation for laboratory classes/ tutorials, preparation for tests/exam, project preparation) | 32 | 1,50 |