

COURSE GUIDE

<u>Subject name</u>	Strategic management
<u>Course of study</u>	Logistics
<u>The form of study</u>	Full-time
<u>Level of qualification</u>	II
<u>Year</u>	I
<u>Semester</u>	II
<u>The implementing entity</u>	Department of Enterprise Management
<u>The person responsible for preparing</u>	dr hab. inż. Beata Skowron-Grabowska, prof. PCz
<u>Profile</u>	General academic
<u>ECTS points</u>	4

TYPE OF TEACHING – NUMBER OF HOURS PER SEMESTER

LECTURE	CLASS	LABORATORY	PROJECT	SEMINAR
15E	30	-	-	-

COURSE AIMS

C1. The main aim is gain theoretical and practical knowledge about analyzing, planning, implementing and control of realized enterprise strategy.

C2. The aim of classes is gain the ability to find strategic information in the environment and apply in practice usage of method of strategy potential in enterprise, conduct analysis of competitive environment and building multivariate scenarios, designing optimal strategic way.

ENTRY REQUIREMENTS FOR KNOWLEDGE, SKILLS AND OTHER COMPETENCES

Student knows the basic issues about enterprise management .

Student knows basic definitions in management and organization.

Student can introduce basic issues in management and organization in enterprise development in long term.

Student knows techniques of creative problems solving.

Student can solve *case study*.

LEARNING OUTCOMES

EU 1 Student can describe basic issues of strategic management.

EU 2 Student understands mission, vision and strategic aims in enterprise.

EU 3 Student can describe and show the influence of environment of functioning modern enterprise. She/he diagnoses enterprise situation in environment with SWOT analysis.

EU 4 Student can apply sector analysis, Porter model and portfolio analysis used in strategic analysis.

COURSE CONTENT

Lectures 15 hours	Number of hours
L 1- Introduction to subject. Defining basic issues connected with strategic management in enterprises.	1
L 2- Vision, mission and strategic aims of organization.	1
L 3- Methods of formulating enterprise strategy.	1
L 4- Presentation of strategy typology in modern enterprises	1
L 5- The essence, frame and usage of strategic analysis	2
L 6- Analysis of macro environment – methods.	1
L 7- Analysis of competitive environment – methods.	2
L 8- Analysis of strategic potential in an enterprise.	2
L 9- Usage of portfolio methods in analysis of strategic potential in an enterprise.	1
L 10- SWOT analysis as a method of strategic diagnosis in organization.	1

L 11- Introduction of strategy and strategic control in turbulent environment.	1
L 12 Trends in strategic management. Resource Based View.	1
Classes 30 hours	Number of hours
C 1 – Introduction to subject - overview of course aims, literature, program of activities, rules of passing the subject and contact with the teacher	2
C 2 – Analysis of vision and mission statements of example companies - case study	2
C 3 – Examples of innovative strategies - case study/forum discussion	2
C 4 – First part of individual project - characteristic of the chosen company	2
C 5 – Vision, mission and strategy of a chosen company (current state) - creating wiki page	2
C 6 - Porter's 5 forces mode	2
C 7 – SWOT analysis – Introduction and factor listing	2
C 8 – SWOT analysis – calculations of factor loadings and decisions about the strategy	2
C 9 – PESTEL analysis	2
C 10 – McKinsey's 7S model	2
C 11 – Portfolio analysis - BCG matrix	2
C 12 – Portfolio analysis - McKinseys GE matrix	2
C 13 – Balanced Scorecard – Overview of perspectives	2
C 14 – Balanced Scorecard – Setting goals and roadmap	2
C 15 – Balanced Scorecard – developing measurement methods and target values. Summing up discussion.	2

TEACHING TOOLS

Books.

Case studies materials.

Visual equipment (projector)

E-learning platform

WAYS OF ASSESSMENT (F – FORMATIVE, P – SUMMATIVE)

F1. Case study materials.

F2. Presentation of prepared materials.

F3. Discussion during classes.

F4. Presence during classes.

P1. final exam.

STUDENT WORKLOAD

Forma aktywności	Average number of hours for realization of the activity
	[h]
Contact hours with the teacher	45
Preparation for tests	15
Presense during test	3
Preparation for presentation (not during classes)	10
Preparation for classes tests (not during classes)	15
Presense during consultation hours	10
Practical part in chosen enterprises ((not during classes)	17
Consultations	5
TOTAL NUMBER OF HOURS / ECTS POINTS FOR THE COURSE	120 / 4

BASIC AND SUPPLEMENTARY RESOURCE MATERIALS

Basic materials

David J. Teece Dynamic Capabilities and Strategic Management, Oxford : University Press, 2013.

Selected Problems of Strategic Management of Enterprises: Monographs / Ed. Anna Brzozowska, Technical Univeristy Ostrava 2013.

Frank T. Rothaermel, Strategic Management, New York : McGraw-Hill Education, 2017.

Supplementary materials

Jay B. Barney, William S. Hesterly, Strategic Management and Competitive Advantage: Concepts and Cases, Boston ; Harlow : Pearson Education, 2015

Peter Sedik, Elena Horska, Beata Skowron-Grabowska, Csaba Balint Illes, Generation Marketing in Strategic Marketing Management: Case Study of Honey Market, Polish Journal of Management Studies, Vol. 18, no. 1, 2018

TEACHER (NAME, SURNAME, E-MAIL ADDRESS)

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MATRIX OF LEARNING OUTCOMES REALISATION

Learning outcome	Reference of given outcome to outcomes defined for whole program	Course aims	Course content	Teaching tools	Ways of assessment
EU 1	K_W01, K_W02, K_U02, K_U03	C1	W1 C1-C5	1,2	F1-F4, P1
EU 2	K_W02, K_W04, K_U02, K_U10, K_K02	C1, C2	W4-W9 C2-C5; C10; C13-C15	1,2,3	F1-F4, P1
EU 3	K_W02, K_U01, KU03, K_K04	C1, C2	W2-W12 C6-C10	1,2,3	F1-F4, P1
EU 4	K_W04, K_U01, K_U02, K_K05	C1,C2	W1-W12 C6-C12	1,2,3	F1-F4, P1

FORM OF ASSESSMENT - DETAILS

	grade 2	grade 3	grade 4	grade 5
EU 1	Student cannot describe origin of strategic management as well as the essence and sphere of strategic analysis.	Student can describe origin of strategic management and the character strategic analysis.	Student can describe origin of strategic management and knows the character strategic analysis and partly understand its essence.	Student can describe origin of strategic management and knows the character strategic analysis and perfectly understand its essence.

EU 2	Student doesn't understand vision and mission and doesn't know issues connected with strategic aims of organization.	Student understands vision and mission.	Student understands vision and mission He/she partly knows issues connected with strategic aims of organization.	Student understands vision and mission and knows issues connected with strategic aims of organization.
EU 3	Student cannot describe and introduce influence of micro and macro environment on enterprise functioning. She/he cannot diagnose enterprise situation in environment.	Student can describe and introduce influence of micro and macro environment on enterprise functioning.	Student can describe and introduce influence of micro and macro environment on enterprise functioning. He/she makes mistakes using SWOT analysis to check enterprise situation in environment.	Student can describe and introduce influence of micro and macro environment on enterprise functioning. He/she perfectly uses SWOT analysis to check enterprise situation in environment.
EU 4	Student cannot use technics of sector analysis, 5 strengths Porter method nor portfolio methods for searched methods.	Student can use technics of sector analysis, 5 strengths Porter method and portfolio methods for searched methods but he/she makes many mistakes.	Student can use technics of sector analysis, 5 strengths Porter method but he/she makes many mistakes while using portfolio methods for searched methods.	Student can use technics of sector analysis, 5 strengths Porter method nor portfolio methods for searched methods in a perfect way.

ADDITIONAL USEFUL INFORMATION ABOUT THE COURSE

Information where presentation of classes, instruction, subjects of seminars can be found, etc. – web site.

Information on the place where the classes take place - web site.

Information on the date of classes (day of the week/hour) - web site.

Information on consultation hours (hours + place) - web site.