

SUBJECT GUIDE

<u>Course title</u>	STRATEGIC MANAGEMENT
<u>Specialization</u>	Management
<u>Form of study</u>	On campus
<u>Qualification level</u>	Level II
<u>Year</u>	I
<u>Semester</u>	II
<u>Unit running the program</u>	Institute of Logistics and International Management
<u>Author</u>	Dr. Eng. Nicoletta Baskiewicz
<u>Profile</u>	General academic
<u>Course type</u>	Primary
<u>Number of ECTS credits</u>	6

COURSE TYPE – NUMBER OF SEMESTER HOURS

LECTURE	CLASSES	LABORATORY	PROJECT	SEMINAR
30	30			

COURSE DESCRIPTION**1. COURSE OBJECTIVE**

C1. The aim of the course is for the students' acquisition of theoretical knowledge and practical skills in analysis, planning, implementation and control strategies implemented by the company.

C2. The aim of the course is to acquire the skills to find and organize information for strategic environment and put into practice the methods of analysis of strategic business potential, analysis of the competitive environment and to build multi-variant scenarios of a macro-environment, determining optimal strategic strategies.

2. PREREQUISITES IN TERMS OF KNOWLEDGE, SKILLS AND OTHER COMPETENCIES

1. The student knows the basic concepts of the business administration.
2. The student knows the basic concepts of organization and management.
3. The student can present problems in managing and directing the long-term development of the company.
4. The student is familiar with creative problem solving techniques.
5. The student is able to solve job-type case studies.
6. The student has the skills to present and participate in substantive discussions.

3. EFFECTS OF LEARNING

EK 1	The student is able to identify the origins of strategic management, and the nature and scope of strategic analysis.
EK 2	The student understands the nature of vision, mission and strategic objectives in a company.
EK 3	The student is able to describe and demonstrate the impact of the environment (immediate and distant) on the functioning of the modern enterprise. Furthermore, the student can correctly diagnose the situation of companies in the environment with the use of SWOT analysis.
EK 4	The student can use sector analysis techniques, Porter's five forces methodologies and portfolio methods used in strategic analysis.
EK 5	The student can determine the strategic plan and the main strategies used in today's companies.

4. COURSE CONTENT

Form of teaching - LECTURES 30 hours	Number of hours
W 1- Introduction to the course. Presentation of the basic concepts and definitions related to the strategic management of the company.	2
W 2 - Vision, mission and strategic objectives of the organization.	2
W 3 - Overview of methods to formulate strategy.	2
W 4 - Presentation of the typology of modern business strategy.	2
W 5 - Essence, scope and use of strategic analysis.	4
W 6 - Analysis of the macro-environment - methods.	2
W 7 - Analysis of the competitive environment - methods.	4
W 8 - Analysis of the potential strategic enterprise.	4
W 9 - Using the portfolio methods in the analysis of the company's strategic potential.	2
W 10 - SWOT analysis as a method of strategic diagnosis of the organization.	2
W 11 - Implementation of strategy and strategic control in the growing turbulence in the environment.	2
W 12 – Resources and strategic management schools. Resource streams.	2
Form of teaching – CLASSROOM 30 hours	Number of hours
CW 1 - Organizational activities (introductory) - Discussion of the subject guide : presentation purpose, curriculum and examination practice. Discussion of testing knowledge and practical formula "brainstorming" and the methodology of solving a <i>case study</i> .	2
CW 2 - Introduction and discussion of the concepts of strategic management practices in various organizations including the specificities of the different sectors. Presentation of the plan semester thesis entitled <i>Strategic analysis of a company based on certain listed companies. (Part I)</i> . The group is divided into three-person teams that will be responsible for the implementation of the semester's thesis entitled <i>Strategic analysis of a company based on certain listed companies</i> .	2
CW 3 - Presentation of the semester plan's thesis entitled <i>Strategic analysis of a company based on certain listed companies. (Part II)</i> . Discussion of practical examples of key issues related to the strategic analysis company.	2

<p>Overview of the structure and content of the prospectus / information document.</p> <p>Students prepare for homework the characteristics and the mission of the selected listed companies.</p>	
<p>CW 4 – Company’s mission - students present prepared, in the form of homework, characteristics and missions of selected companies (multimedia presentations). After the presentations, there is a discussion of the characteristics of the mission and its components. Review of the results and discussion.</p> <p>Students prepare, as homework, the immediate environment characteristics and macro-environment of selected companies.</p>	2
<p>CW 5, CW 6 - The modern enterprise environment. Students present their homework showing immediate environmental factors and macro-environment, which they believe determines the function of selected companies (multimedia presentations or lectures consultation). After the presentations, discussion of selected topics immediate and distant environment and its impact on business. Presentation of selected macro-analysis method (scenario analysis). Review of the results and discussion.</p>	4
<p>CW 7 - SWOT analysis as a method of strategic diagnosis of the organization. <i>A case study</i>. Review of the results and discussion.</p> <p>Students prepare homework in the form of a SWOT analysis of a selected company.</p>	2
<p>CW 8 – A multimedia presentation of the SWOT analysis of the selected company by teams accomplishing their term paper. Review of the analysis results and discussion. Performance issues of strategic options as a result of the SWOT analysis.</p> <p>Students prepare for homework characteristics of the sector in which their selected company operates.</p>	2
<p>CW 9 - Selected methods for the analysis of the competitive environment: "Porter's five forces" analysis, the use of maps of the strategic groups. The class is conducted in the form of a substantive consultation with the teams preparing the work.</p>	2
<p>CW 10 – An introduction in the form of a multimedia presentation of sector analysis as well as selected portfolio methods for selected companies. Review of the results and discussion of the presented content.</p>	2

Students prepare homework for the different possible development strategies for their selected company.	
CW 11 - Summary of the diagnostic parts of strategic analysis. Analysis of strategic potential of the selected companies in the form of consultation with the teams preparing a term paper. Discussion of possible strategies for the development of the companies examined.	2
CW 12, CW 13, CW 14 - Presentation of the authors' term paper entitled <i>Strategic analysis of a company based on certain listed companies</i> in the form of a group presentation using multimedia techniques. Discussion on the presented content, the joint determination of methodological and substantive shortcomings. Review and discussion of the results.	6
CW 15 - Presentation of term papers supplemented paper entitled <i>Strategic analysis of a company based on certain listed companies</i> . Completion of the course and receiving grades.	2

5. TEACHING TOOLS

1. Textbooks and scripts
2. Audio-visual equipment
3. Case studies
4. Brochures of companies listed on the Warsaw Stock Exchange.

6. EVALUATION METHODS (F – FORMING, P – SUMMARY)

- F1. *Case study* tasks.
- F2. Presentation of completed tasks.
- F3. Activity during the summary discussion.
- P1. Written test.
- P2. Written exam.

7. STUDENT WORKLOAD

Activity	Average number of hours to complete the activity
1. Contact hours with the teacher	60
2. Exercise preparation	20
3. Solving the <i>case study</i> in the classroom	30
4. Preparation of audio-visual presentation	13
5. Preparation for the test and exam	10
6. Present on consultation	15
7. Present on exam	2
Total	150
TOTAL NUMBER OF ECTS CREDITS FOR THE COURSE	6

8. BASIC AND SUPPLEMENTARY LITERATURE

Basic:

1. Gierszewska G., Romanowska M., Analiza strategiczna przedsiębiorstwa, PWE, Warszawa 2007,
2. Porter M.E., Strategia konkurencji. Metody analizy sektorów i konkurentów, MT Biznes, Warszawa 2006,
3. Gierszewska G., Zarządzanie strategiczne, WSPiZ, Warszawa 2000,
4. Pierścionek Z., Strategie konkurencji i rozwoju przedsiębiorstwa, PWN, Warszawa 2007,
5. Strategor, Strategie, struktury, decyzje, tożsamość, PWE, Warszawa 2001,
6. Obłój K., Strategia organizacji. W poszukiwaniu trwałej przewagi konkurencyjnej, PWE, Warszawa 2007,

Supplementary:

7. Urbanowska-Sojkin E., Banaszyk P., Witczak H., Zarządzanie strategiczne przedsiębiorstwem, PWE, Warszawa 2007,
8. Krupski R. (red.), Zarządzanie strategiczne. Koncepcje – metody, Wydawnictwo Akademii Ekonomicznej we Wrocławiu, Wrocław 2007.

9. PROWADZĄCY PRZEDMIOT (IMIĘ, NAZWISKO, ADRES E-MAIL)

10. MATRIX EFFECTS OF EDUCATION

The effect of education	Reference to the effects of the defined effects for the entire program (PEK)	Course objectives	Course content	Teaching tools	Evaluation method
EK 1 The student is able to identify the origins of strategic management, and the nature and scope of strategic analysis.	K_W01, K_W15, K_U01, K_U09, K_U10, K_U11, K_U18	C1	W1 CW1- CW2	1, 2	F1-F3, P1, P2
EK 2 The student understands the nature of vision, mission and strategic objectives in a company.	K_W03, K_W06, K_W09, K_W15, K_U01, K_U08, K_U09, K_U10, K_U11, K_U13, K_U15, K_U18, K_K02	C1, C2	W4-W9 CW3- CW9	1, 2, 3, 4	F1-F3, P1, P2
EK 3 The student is able to describe and demonstrate the impact of the environment (immediate and distant) on the functioning of the modern enterprise. Furthermore, the student can correctly diagnose the situation of companies in the environment with the use of SWOT analysis.	K_W07, K_W15, K_W20, K_U01, K_U06, K_U09, K_U10, K_U11, K_U13, K_U18	C1, C2	W2-W11 CW3- CW11	1, 2, 3, 4	F1-F3, P1, P2
EK 4 The student can use sector analysis techniques, Porter's five forces methodologies and portfolio methods used in strategic analysis.	K_W08, K_W09, K_W15, K_U01, K_U02, K_U06, K_U08, K_U09, K_U10, K_U11, K_U13, K_U018, K_K02	C1, C2	W1-W11 CW3- CW11	1, 2, 3, 4	F1-F3, P1, P2
EK 5 The student can determine the strategic plan and the main strategies used in today's companies.	K_W09, K_W15, K_U01, K_U06, K_U09, K_U10, K_U11, K_U13, K_U18	C1, C2	W9-W11 CW6- CW11	1, 2, 3, 4	F1-F3, P1, P2

11. EVALUATION FORM - DETAILS

	For a grade of 2	For a grade of 3	For a grade of 4	For a grade of 5
Effect 1	The student is unable to determine the origin of strategic management or the nature and scope of strategic analysis.	Student is able to identify the origins of strategic management. The Student knows the nature of strategic analysis.	Student is able to identify the origins of strategic management and knows some parts and scope of strategic analysis.	Student is able to correctly identify the origins of strategic management, and the nature and scope of strategic analysis.
Effect 2	The student is unable to determine the essence of the vision, mission and strategic objectives in a company.	The student understands the essence of vision and mission.	The student understands the essence of the vision, mission. The student has partially mastered the issues related to the strategic objectives of an organization.	The student understands the essence of vision, mission and strategic objectives in a company.
Effect 3	The student is not able to describe and demonstrate the impact of the environment (immediate and distant) on the functioning of the modern enterprise. The student Incorrectly diagnoses the situation of the company in the environment.	The student is able to describe and demonstrate the impact of the environment (immediate and distant) on the functioning of the modern enterprise.	The student is able to describe and demonstrate the impact of the environment (immediate and distant) on the functioning of the modern enterprise. The student makes mistakes using SWOT analysis to examine the firm's position in the environment.	The student is able to describe and demonstrate the impact of the environment (immediate and distant) on the functioning of the modern enterprise. The student correctly diagnoses the situation of companies in the environment with the use of SWOT analysis.
Effect 4	The student cannot apply sector analysis techniques, Porter's five forces methodologies, or portfolio methods for the examined	The student can apply the techniques of sector analysis, makes mistakes with Porter's five forces methodologies.	The students can apply the techniques of sector analysis, and can properly use Porter's five forces methodology. The student makes mistakes with portfolio methods.	The student is able to correctly apply sector analysis techniques, Porter's five forces methodologies and portfolio methods used in strategic analysis.

	company.	The student makes mistakes using the portfolio methods.		
Effect 5	The student cannot describe the strategic plan nor the basic strategies used in today's enterprise.	The student is able to partially define a strategic plan. The student makes mistakes in distinguishing enterprise development strategies.	The student is able to correctly define a strategic plan. The student makes mistakes in distinguishing enterprise development strategies.	Student is able to correctly identify the strategic plan and correctly defines the basic strategies used in today's enterprise.

12. OTHER USEFUL INFORMATION ABOUT THE SUBJECT

Information where you can get acquainted to the classes, instructions to the lab, etc. - the information presented to students in the class, if required by the formula classes are sent via email to the email addresses of individual groups

Information about the location of scheduled classes - information can be found on the department's website

Information about the time and date of scheduled classes - information can be found on the department's website

Information for consultation (time + location) - are given to students at the first meeting can be found on the department's website or in the information display case near the Institute of Logistics and International Management (main building WZ - 2nd floor).

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Author's signature