



## COURSE DESCRIPTION CARD - SYLLABUS

Course name

Strategic management

### Course

Field of study

Logistics

Area of study (specialization)

Corporate Logistics

Level of study

Second-cycle studies

Form of study

part-time

Year/Semester

1/1

Profile of study

general academic

Course offered in

Polish

Requirements

compulsory

### Number of hours

Lecture

16

Tutorials

14

Laboratory classes

Projects/seminars

Other (e.g. online)

### Number of credit points

3

### Lecturers

Responsible for the course/lecturer:

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Wydział Inżynierii Zarządzania

ul. J.Rychlewskiego 2

60-965 Poznań

Responsible for the course/lecturer:

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## Prerequisites

Knowledge about the fundamentals of management and economics

## Course objective

The aim of the course is to develop skills and competences in the field of: understanding the essence and principles of strategic management; understanding methods of strategic analysis and strategic planning; the use of strategic analysis methods and strategic planning to solve management problems.

## Course-related learning outcomes

### Knowledge

1. Knows the factors of both business environment and enterprise's potential affecting strategy formation [P7S\_WK\_02]
2. Knows the phases in the strategic management process [P7S\_WG\_08].
3. Knows the strategic management levels [P7S\_WG\_05].
4. Knows the methods of strategic analysis [P7S\_WK\_01].
5. Knows the typology of strategies [P7S\_WK\_04].
6. Knows the international strategies [P7S\_WG\_06].

### Skills

1. Is able to formulate strategic missions and goals [P7S\_UU\_01].
2. Is able to select the methods of strategic analysis [P7S\_UO\_02].
3. Is able to conduct macroenvironment and competitive environment analysis [P7S\_UW\_02].
4. Is able to conduct the analysis of enterprise's potential [P7S\_UK\_02].
5. Is able to formulate of enterprise strategy [P7S\_UW\_01].

### Social competences

1. Recognizes the cause-and-effect relationships in achieving the goals and grades the significance of alternative or competitive tasks [P7S\_KK\_01].
2. Correctly identifies and resolves dilemmas related to the profession of logistics manager, observing the principles of professional ethics and respecting the diversity of views and culture [P7S\_KK\_02].
3. Is able to plan and manage business ventures in a creative way [P7S\_KO\_01].

## Methods for verifying learning outcomes and assessment criteria

Learning outcomes presented above are verified as follows:

Lecture forming assessment: resolving of micro tasks during the lecture

Lecture final assessment: multiple choice test



Exercise forming assessment: current assessment of [partial tasks of the case study

Exercise final assessment: presentation and argumentation of results.

### Programme content

1. Business environment and its impact on enterprise management.
2. The essence of strategic management and strategy
3. The levels and types of strategies.
4. The vision, mission and strategic goals of the organization
5. The methods of strategic analysis of the macro environment, the industry environment and enterprise's potential
6. The strategy implementation
7. The strategy versus structure and organizational culture; strategic controlling
8. The enterprise internationalization strategies.

Exercises:

1. Mission statement and defining the goals and objectives.
2. Macroenvironment, industry environment and the enterprise's potential analysis.
3. Elaboration the strategy of enterprise.

### Teaching methods

1. Seminar lecture.
2. Case study.

### Bibliography

Basic

1. Lopez J.E.N., Martin L.A.G. (2018). Fundamentals of Strategic Management. Thomson Ruters.  
[https://www.researchgate.net/publication/328139417\\_FUNDAMENTALS\\_of\\_STRATEGIC\\_MANAGEMENT\\_Second\\_edition](https://www.researchgate.net/publication/328139417_FUNDAMENTALS_of_STRATEGIC_MANAGEMENT_Second_edition)
2. Whittington R., Regner P., Johnson G., Scholes K. (2020). Exploring Strategy, Text and Cases. Pearson Higher Education.

Additional

1. Kałkowska J., Pawłowski E., Trzcielińska J., Trzcieliński S., Włodarkiewicz-Klimek H., Zarządzanie



strategiczne. Metody analizy strategicznej przykładami, Wydawnictwo Politechniki Poznańskiej, Poznań, 2010.

2. Stabryła A. (2019). Zarządzanie strategiczne w teorii i praktyce. Polskie Wydawnictwo Naukowe, Warszawa.

### Breakdown of average student's workload

	Hours	ECTS
Total workload	75	3,0
Classes requiring direct contact with the teacher	30	1,5
Student's own work (literature studies, preparation for laboratory classes/tutorials, preparation for tests/exam, project preparation) <sup>1</sup>	45	1,5

<sup>1</sup> delete or add other activities as appropriate