



## COURSE DESCRIPTION CARD - SYLLABUS

Course name

Strategic Management

### Course

Field of study

Engineering Management

Area of study (specialization)

Managing Enterprises of the Future

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

12

Laboratory classes

Tutorials

10

Projects/seminars

Other (e.g. online)

### Number of credit points

4

### Lecturers

Responsible for the course/lecturer:

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Wydział Inżynierii Zarządzania

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Responsible for the course/lecturer:

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### Prerequisites

Knowledge: Can explain the basic issues of organizational science and management theory.

Skills: Is able to identify and associate the basic problems of organization science and management theory.

Competences: Demonstrates readiness to develop their knowledge and skills. Is open to team work.

### Course objective

The aim of the course is to acquire knowledge, skills and competences in the field of: understanding the essence, principles and rules of strategic management; understanding methods of strategic analysis and strategic planning; the use of strategic analysis methods and strategic planning to solve management problems and shape the company's strategy.

### Course-related learning outcomes

#### Knowledge

Knows the methods and tools of strategic analysis and strategic planning in depth [P7S\_WG\_02]

Knows the relationship between changes in strategy and organizational structures [P7S\_WG\_05]

Knows internationalization strategies at the corporate level and strategies for entering foreign markets [P7S\_WG\_06]

Knows the methods of strategic analysis [P7S\_WG\_07]

#### Skills

Is able to interpret and explain phenomena occurring in the enterprise environment [P7S\_UW\_01].

Is able to use strategic analysis methods to forecast changes in the environment [P7S\_UW\_02].

Is able to interpret the results of strategic analysis based on ZS theory [P7S\_UW\_05].

Is able to formulate the mission, goals and strategy of the company [P7S\_UW\_06].

Is able to critically respond to the mission, goals and strategy of the company from the perspective of strategic management [P7S\_UW\_07].

#### Social competences

Is able to see cause-and-effect relationships in achieving set goals and rank the importance of alternative or competitive tasks in CS projects [P7S\_KK\_02]

Is able to make substantive input in the implementation of projects [P7S\_KO\_01]

Is able to embed business ideas in the context of the company's strategy [P7S\_KO\_03]

Is aware of the importance of professional behavior, compliance with the principles of professional ethics and respect for the diversity of views and cultures in shaping the company's strategy [P7S\_KR\_01]



### Methods for verifying learning outcomes and assessment criteria

Learning outcomes presented above are verified as follows:

Formative assessment:

- a) in the scope of exercises - workshops: based on the assessment of the current progress of task implementation in the process of shaping the mission, goals and strategy of the enterprise (case study).
- b) in the scope of lectures: on the basis of short individual or team tasks completed during the lecture.

Summative assessment:

- a) in the scope of exercises (workshops) on the basis of: (1) public presentation of the mission, goals and results of strategic analysis and company strategy; (2) discussion after the presentation; (3) the form and quality of prepared materials (posters),
- b) in the scope of lectures: exam in the form of a multiple choice test, with answers among which at least one is correct; each question is scored on a scale of 0 to 1; the exam is passed after obtaining at least 55% of points.

### Programme content

The course program covers the following issues: The environment of contemporary organizations. The essence of strategic management. Strategic management as a process: the vision, mission and strategic goals of organization; the essence and levels of strategy; implementation of strategy; strategic controlling. Strategy and the structure and culture of organization. Strategic planning and analysis - methods of analysis of macroenvironment, industry environment and potential of the organization. Topology of strategy. Strategies of internationalization. Summarizing - schools of strategic management, strategy vs business model.

### Teaching methods

Lectures - monographic and conversational

Classes - workshops based on case studies using visual moderation methods

### Bibliography

Basic

Kałkowska J., Pawłowski E., Trzcielińska J., Trzcieliński S., Włodarkiewicz-Klimek H., Zarządzanie strategiczne. Metody analizy strategicznej przykładami, Wydawnictwo Politechniki Poznańskiej, Poznań, 2010.

Gierszewska G., Romanowska M., Analiza strategiczna przedsiębiorstwa, PWE, Warszawa 2017.

Romanowska M., Planowanie strategiczne, PWE warszawa 2017.

Stabryła A., Zarządzanie strategiczne w teorii i praktyce firmy, PWN, Warszawa, 2007.



Additional

Ciszewska-Mlinaric M., Obłók K., Wąsowska A. (2021). Strategia korporacji. Wudawnictwo Nieoczywiste, Warszawa.

Banaszyk P., Zmienność zarządzania strategicznego przedsiębiorstwem. Wydawnictwo Uniwersytetu Ekonomicznego w Poznaniu. Poznań, 2011.

Lynch R. (2012). Strategic Management. Pearson, Harlow. Urbanowska - Sojkin (red.), Zarządzanie strategiczne przedsiębiorstwem, PWE, Warszawa 2007.

Grant R.M. (2010). Contemporary Strategy Analysis. John Wilay & Sons, Barcelona.

**Breakdown of average student's workload**

	Hours	ECTS
Total workload	100	4,0
Classes requiring direct contact with the teacher	40	1,5
Student's own work (literature studies, preparation for laboratory classes/tutorials, preparation for tests/exam, project preparation) <sup>1</sup>	60	2,5

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