



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

full-time

Year/Semester

1/1

Profile of study

general academic

Course offered in

Polish

Requirements

compulsory

Number of hours

Lecture

30

Tutorials

15

Laboratory classes

Projects/seminars

Other (e.g. online)

Number of credit points

3

Lecturers

Responsible for the course/lecturer:

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Faculty of Engineering Management

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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

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:

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.

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

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

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

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

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

Breakdown of average student's workload

	Hours	ECTS
Total workload	75	3,0
Classes requiring direct contact with the teacher	45	2,0
Student's own work (literature studies, resolving micro-tasks, preparation for test/exam, project preparation case study) ¹	30	1,0

¹ delete or add other activities as appropriate