POZNAN UNIVERSITY OF TECHNOLOGY

EUROPEAN CREDIT TRANSFER AND ACCUMULATION SYSTEM (ECTS)

pl. M. Skłodowskiej-Curie 5, 60-965 Poznań

COURSE DESCRIPTION CARD - SYLLABUS

Course name
Strategic management

Course

Field of study	Year/Semester
Logistics	1/1
Area of study (specialization)	Profile of study
Supply chanin logistics	general academic
Level of study	Course offered in
Second-cycle studies	Polish
Form of study	Requirements
part-time	compulsory

Number of hours

Lecture	Laboratory classes	Other (e.g. online)
16		
Tutorials	Projects/seminars	
14		

Number of credit points
3

Lecturers

Responsible for the course/lecturer:

Ph.D., Eng. Edmund Pawłowski

Mail to: edmund.pawlowski@put.poznan.pl

Phone: 616653363

Faculty of Engineering Management

ul. J.Rychlewskiego 2, 60-965 Poznań

Responsible for the course/lecturer:

Prof. Stefan Trzcieliński, Ph.D., D.Sc., Eng.

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Phone: 616653363

Faculty of Engineering Management

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Prerequisites

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

POZNAN UNIVERSITY OF TECHNOLOGY

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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

The student characterizes and analyzes strategic management processes, including vision, mission, and strategic objectives of the organization, considering logistics and supply chain management [P7S_WG_05, P7S_WG_08].

The student identifies and explains typologies of strategies and international strategies, applying knowledge about the life cycle of socio-technical systems and industrial products [P7S_WG_06].

The student describes best practices in strategic management, in the context of fundamental dilemmas of modern civilization, with emphasis on logistics and supply chain management [P7S_WK_04].

Skills

The student designs and conducts scientific research related to strategic management, using methods and tools characteristic of logistics and supply chain management [P7S_UW_02].

The student prepares well-documented studies on problems in the field of strategic management, both in Polish and English, utilizing strategic analysis methods [P7S_UK_02].

The student takes a leading role in project teams, in the selection of tools and methods for solving problems related to strategic management, especially in the context of logistic systems [P7S_UO_02].

Social competences

The student understands the necessity of continuous knowledge updating in the field of logistics and strategic management, recognizing the rapid obsolescence of knowledge in this area [P7S_KK_01].

The student identifies and resolves professional and ethical dilemmas in the logistics manager profession, respecting the diversity of cultures and views [P7S_KK_02].

The student plans and manages business projects creatively, using acquired knowledge to formulate innovative business strategies [P7S_KO_01].

Methods for verifying learning outcomes and assessment criteria

Learning outcomes presented above are verified as follows:

Formative assessment:

POZNAN UNIVERSITY OF TECHNOLOGY

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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 cilture of organization. Strategic planning and analysis - methods of analysis of macroenvironment, industry environment and potential of the organization. Thpology 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

Trzcieliński S., Kruszyński M., Trzcielińska J. (2023), Shaping the enterprise's strategy – theory and practice. Kształtowanie strategii przedsiębiorstwa – teoria i praktyka. Publishing House of Poznan University of Technology, Poznań.

Additional

Lynch R., Strategic Management. Pearson, Harlow, 2012.

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

POZNAN UNIVERSITY OF TECHNOLOGY

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Breakdown of average student's workload

	Hours	ECTS
Total workload	75	3,0
Classes requiring direct contact with the teacher	30	1,0
Student's own work (literature studies, preparation for laboratory classes/tutorials, preparation for tests/exam, project preparation) [1]	45	2,0

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[1] delete or add other activities as appropriate