

COURSE GUIDE

Course title	Strategic management E
Specialization	Management
Form of study	Full-time studies
Qualification level	second-degree studies
Year	I
Semester	2
Unit running the program	Department of Management and Entrepreneurship
Author	Dr Maciej Sobociński
Profile	General academic
Number of ECTS credits	6

COURSE TYPE – NUMBER OF SEMESTER HOURS

LECTURE	CLASSES	LABORATORY	PROJECT	SEMINAR
30	30	-	-	-

COURSE DESCRIPTION

COURSE OBJECTIVE

O1. The main aim is gain theoretical and practical knowledge about analyzing, planning, implementing and control of realized enterprise strategy.

O2. The aim of classes is to gain the ability to find strategic information in the environment and apply in practice usage of method of strategy potential in enterprise, conduct analysis of competitive environment and building multivariate scenarios, designing optimal strategic way.

INITIAL REQUIREMENT FOR THE KNOWLEDGE, ABILITIES AND OTHER COMPETENCES

Student knows the basic issues about enterprise management .

Student knows basic definitions in management and organization.

Student can introduce basic issues in management and organization in enterprise development in long term.

Student knows techniques of creative problems solving.

Student can solve *case study*.

THE EFFECTS OF EDUCATION

EU 1 Student can describe basic issues of strategic management.

EU 2 Student understands mission, vision and strategic aims in enterprise.

EU 3 Student can express and describe the influence of environment of functioning modern enterprise. She/he diagnoses enterprise situation in environment with SWOT analysis.

EU 4 Student can apply sector analysis, Porter model and portfolio analysis used in strategic analysis.

COURSE CONTENT

Form of teaching – LECTURE 15 hours	Number of hours
L1 – Introduction to subject. Defining basic issues connected with strategic management in enterprises.	2
L2 – Vision, mission and strategic aims of organization.	2
L3 – Methods of formulating enterprise strategy.	2
L4 – Presentation of strategy typology in modern enterprises	2
L5-L6 – The essence, frame and usage of strategic analysis	4

L7 – Analysis of macro environment – methods.	2
L8-L9 – Analysis of competitive environment – methods.	4
L10-L11 – Analysis of strategic potential in an enterprise.	4
L12 – Usage of portfolio methods in analysis of strategic potential in an enterprise.	2
L13 – SWOT analysis as a method of strategic diagnosis in organization.	2
L14 – Introduction of strategy and strategic control in turbulent environment.	2
L15 – Trends in strategic management. Resource Based View.	2
Form of teaching – CLASSES 30 hours	Number of hours
C1 – Introduction to subject - overview of course aims, literature, program of activities, rules of passing the subject and contact with the teacher	2
C2 – Analysis of vision and mission statements of example companies - case study	2
C3 – Examples of innovative strategies - case study/forum discussion	2
C4 – First part of individual project - characteristic of the chosen company	2
C5 – Vision, mission and strategy of a chosen company (current state) - creating wiki page	2
C6 - Porter's 5 forces model	2
C7 – SWOT analysis – Introduction and factor listing	2
C8 – SWOT analysis – calculations of factor loadings and decisions about the strategy	2
C9 – PESTEL analysis	2
C10 – McKinsey's 7S model	2
C11 – Portfolio analysis - BCG matrix	2
C12 – Portfolio analysis - McKinseys GE matrix	2
C13 – Balanced Scorecard – Overview of perspectives	2
C14 – Balanced Scorecard – Setting goals and roadmap	2
C15 – Balanced Scorecard – developing measurement methods and target values. Summing up discussion.	2

TEACHING TOOLS

1. Books.
2. Case studies materials.
3. Visual equipment (projector).
4. E-learning platform

WAYS OF ASSESSMENT (F – FORMATIVE, P – SUMMATIVE)

- F1. Assessment of case study solutions.
- F2. Presentation of prepared materials.
- F3. Discussion during classes.
- F4. Presence during classes.
- P1. Final exam

STUDENT WORKLOAD

Form of activity		Average number of hours for realization of the activity
		[h]
Contact hours with the teacher	LECTURES	30
Contact hours with the teacher	CLASSES	30
Preparation for classes		23
Preparation for the exam		45
Getting acquainted with the literature		15
Exam		2
Consultations		5
TOTAL NUMBER OF HOURS / ECTS POINTS FOR THE COURSE		150 / 6

BASIC AND SUPPLEMENTARY LITERATURE

Basic literature

1. David J. Teece Dynamic Capabilities and Strategic Management, Oxford : University Press, 2013.
2. Selected Problems of Strategic Management of Enterprises: Monographs / Ed. Anna Brzozowska, Technical Univeristy Ostrava 2013.
3. Frank T. Rothaermel, Strategic Management, New York : McGraw-Hill Education, 2017.

Supplementary literature

1. Jay B. Barney, William S. Hesterly, Strategic Management and Competitive Advantage: Concepts and Cases, Boston ; Harlow : Pearson Education, 2015
2. Peter Sedik, Elena Horská, Beata Skowron-Grabowska, Csaba Balint Illes, Generation Marketing in Strategic Marketing Management: Case Study of Honey Market, Polish Journal of Management Studies, Vol. 18, no. 1, 2018
3. Sobociński M., Lewandowska K., Virtual Communities and Their Potential Areas of Influence on Decision Making in Enterprises, Zeszyty Naukowe Politechniki Śląskiej. Organizacja I Zarządzanie, Nr 1905, z. 68, 2014

TEACHERS (NAME, SURNAME, ADRES E-MAIL)

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MATRIX OF REALIZATION OF LEARNING EFFECTS

The learning effect	Reference to the effects of the defined effects for the entire program (PEK)	Course aims	Course content	Teaching tools	Evaluation method
EU1	K_W01, K_W02, K_W07; K_U01, K_U06, K_U07, K_U09, K_U10; K_K01, K_K02, K_K05	01	L1 C1-C5	1,2	F1-F4, P1
EU2	K_W01, K_W02, K_W07; K_U01, K_U06, K_U07, K_U09, K_U10; K_K01, K_K02, K_K04, K_K05	01, 02	L4-L9 C2-C5; C10; C13-C15	1,2,3	F1-F4, P1

EU3	K_W01, K_W02, K_W03, K_W04, K_W06, K_W07; K_U01, K_U03, K_U05, K_U06, K_U07, K_U09, K_U10; K_K01, K_K02, K_K03, K_K04, K_K05	01, 02	L2-L12 C6-C10	1,2,3	F1-F4, P1
EU4	K_W01, K_W02, K_W04, K_W06, K_W07 K_U01, K_U03, K_U05, K_U06, K_U07, K_U09, K_U10; K_K01, K_K02, K_K03, K_K04, K_K05	01,02	L1-L12 C6-C12	1,2,3	F1-F4, P1

EVALUATION FORM – DETAILS

	For a grade of 2	For a grade of 3	For a grade of 4	For a grade of 5
EU1	Student cannot describe origin of strategic management as well as the essence and sphere of strategic analysis.	Student can describe origin of strategic management and the character strategic analysis.	Student can describe origin of strategic management and knows the character strategic analysis and partly understand its essence.	Student can describe origin of strategic management and knows the character strategic analysis and perfectly understand its essence.
EU2	Student doesn't understand vision and mission and doesn't know issues connected with strategic aims of organization.	Student understands vision and mission.	Student understands vision and mission He/she partly knows issues connected with strategic aims of organization.	Student understands vision and mission and knows issues connected with strategic aims of organization.
EU3	Student cannot describe and introduce influence of micro and macro environment on enterprise functioning. She/he cannot diagnose enterprise situation in environment.	Student can describe and introduce influence of micro and macro environment on enterprise functioning.	Student can describe and introduce influence of micro and macro environment on enterprise functioning. He/she makes mistakes using SWOT analysis to check enterprise situation in environment.	Student can describe and introduce influence of micro and macro environment on enterprise functioning. He/she perfectly uses SWOT analysis to check enterprise situation in environment.

EU4	Student cannot use technics of sector analysis, 5 strenghts Porter method nor portfolio methods for searched methods.	Student can use technics of sector analysis, 5 strenghts Porter method and portfolio methods for searched methods but he/she makes many mistakes.	Student can use technics of sector analysis, 5 strenghts Porter method but he/she makes many mistakes while using portfolio methods for searched methods.	Student can use technics of sector analysis, 5 strenghts Porter method nor portfolio methods for searched methods in a perfect way.
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OTHER USEFUL INFORMATION ABOUT THE SUBJECT

Information about where the students will be able to familiarize with the curriculum is presented to the students during the classes. If the structure of the classes necessitates such procedures, this information is sent via e-mail to individual groups.

Information about the venue for the classes is available in the Faculty's website and USOS system.

Information about the dates of classes (day of the week/hour/room) can also be found in the Faculty's website and USOS system.

Students will be informed about tutorial classes (hour/place/day of the week) during the first classes. This information is also available in the Faculty's website.