



## Subject card

Subject name and code	STRATEGIC MANAGEMENT, PG_00037865						
Field of study	Management						
Date of commencement of studies	October 2021	Academic year of realisation of subject			2021/2022		
Education level	second-cycle studies	Subject group			Obligatory subject group in the field of study Subject group related to scientific research in the field of study		
Mode of study	Full-time studies	Mode of delivery			blended-learning		
Year of study	1	Language of instruction			English		
Semester of study	2	ECTS credits			4.0		
Learning profile	general academic profile	Assessment form			exam		
Conducting unit	Department of Entrepreneurship and Business Law -> Faculty of Management and Economics						
Name and surname of lecturer (lecturers)	Subject supervisor		dr Joanna Szulc				
	Teachers		dr Joanna Szulc				
Lesson types and methods of instruction	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	30.0	15.0	0.0	0.0	0.0	45
	E-learning hours included: 30.0						
Additional information: Lectures are held remotely							
Learning activity and number of study hours	Learning activity	Participation in didactic classes included in study plan	Participation in consultation hours		Self-study	SUM	
	Number of study hours	45	5.0		50.0	100	
Subject objectives	The course is intended to provide students with a pragmatic approach that will guide the formulation and implementation of corporate, business, and functional strategies. Moreover, this course focuses on some important current issues in strategic management such as modern analytical approaches and enduring successful strategic practices. This is further associated with managerial decisions and actions that affect the performance and survival of business enterprises.						
Learning outcomes	Course outcome		Subject outcome		Method of verification		
	[K7_W11] has an in-depth knowledge of the creation, operation and design of management structures and systems and their improvement in the process of achieving objectives		Knows methods for perfecting management processes for the delivery of strategic objectives.		[SW1] Assessment of factual knowledge [SW3] Assessment of knowledge contained in written work and projects		
	[K7_U05] selects appropriate methods and tools to describe and analyse the problems and areas of activity of the organization and its environment and assess their usefulness and effectiveness, with particular emphasis on their application in government, local government and non-profit organizations		Acquires the ability to take a general management perspective in analyzing companies. Acquires the ability to think critically and strategically in a holistic way.		[SU3] Assessment of ability to use knowledge gained from the subject		
	[K7_W08] has an in-depth knowledge of selected methods and techniques supporting economic decision-making processes		Knows the methods and tools of the strategic analysis. Identifies those which are the most adapted in the concrete situation for building the competitive advantage.		[SW3] Assessment of knowledge contained in written work and projects		

Subject contents	<p>Fundamentals of Strategic Management, Industry Competition, The External Environment: Political-Legal and Economic Forces, The External Environment: Social and Technological Forces, The Organization: Ethics and Corporate Social Responsibility, Corporate-Level Strategies, Business Unit Strategies, Functional Strategies, Strategy Formulation, Strategy Execution: Structure, Strategy Execution: Strategic Change, Culture, and Leadership, Strategic Control and Crisis Management</p> <p>Tutorials/Exercises: discussion, tasks, case studies</p>		
Prerequisites and co-requisites			
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	60.0%	60.0%	70.0%
	60.0%	60.0%	30.0%
Recommended reading	Basic literature	<p>Hitt, M., Ireland, R. and Hoskisson, R. 2010. Strategic Management: Competiveness and Globalization Concepts, Cincinnati, OH: Southwestern College Publishing. 9<sup>th</sup> edition</p> <p>Parnell, J. 2013 Strategic Management: Theory and Practice. Sage: London. 4th ed.</p> <p>+ academic articles shared during the classes</p>	
	Supplementary literature	<p>Lynch, R. Strategic Management, 2021 , Pearson Education Limited, 9<sup>th</sup> edition, Harlow, United Kingdom</p> <p>+ academic articles shared during the classes</p>	
	eResources addresses		
Example issues/ example questions/ tasks being completed	<p>Apply Porters typology to a given industry; Discuss the means through which low-cost and differentiation strategies can be combined; Identify and discuss the four categories of macroenvironmental forces based on a specific example Zastosuj typologię Portera do wybranej branży; Omów sposoby łączenia strategii niskich kosztów i różnicowania; Zidentyfikuj i omów na konkretnym przykładzie cztery kategorie sił makrośrodowiskowych</p>		
Work placement	Not applicable		