



Subject card

Subject name and code	Strategic Management, PG_00037968						
Field of study	Management, Management						
Date of commencement of studies	February 2023		Academic year of realisation of subject		2023/2024		
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	Part-time studies (on-line)		Mode of delivery		blended-learning		
Year of study	2		Language of instruction		Polish		
Semester of study	3		ECTS credits		5.0		
Learning profile	general academic profile		Assessment form		exam		
Conducting unit	Department of Management -> Faculty of Management and Economics						
Name and surname of lecturer (lecturers)	Subject supervisor		prof. dr hab. Jan Kreft				
	Teachers		prof. dr hab. Jan Kreft				
Lesson types and methods of instruction	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	16.0	16.0	0.0	0.0	0.0	32
	E-learning hours included: 24.0						
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	32		5.0		88.0	125
Subject objectives	Acquisition of knowledge about the processes of strategic management in the modern enterprise.						
Learning outcomes	Course outcome		Subject outcome		Method of verification		
	[K7_W12] has an in-depth knowledge of the organisational forms of enterprises and other institutions and of the principles of their creation, operation and development		The student has in-depth knowledge of the use of strategic analysis to create the organizational form of enterprises and other institutions		[SW1] Assessment of factual knowledge		
	[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		It defines the basic concepts associated with the process of strategic management. It uses methods of analysis: Porter's five forces, PEST, SWOT.		[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		The student knows and can apply appropriate methods of strategic analysis of the problems inherent in the relevant areas of the organization.		[SU4] Assessment of ability to use methods and tools		
	[K7_W09] has an in-depth knowledge allowing for analysing, diagnosing and solving problems arising in organisations and its particular areas of activity as well as methods of estimating value, market and strategic potential		It defines the basic concepts associated with the process of strategic management. It uses methods of analysis: Porter's five forces, PEST, SWOT. Explains rules of working out and implementing strategy.		[SW1] Assessment of factual knowledge		

Subject contents	<p>LECTURES: Economic and social conditions of modern business. The essence and the concept of strategic management. The process of strategic management. Mission, vision, strategic thinking. The procedures and steps of strategic management. The concepts of strategic management. The impact of the environment on strategic choices. External and internal environment of the organization. Strategic analysis of the company - the purpose, scope and selected methods. Formulating strategy. Concepts of sources of competitive advantage. Strategic directions of development of enterprises. The concept and process of strategy formulation. Corporate strategies at the corporate and business. Strategies for enterprise collaboration. The implementation process and control strategy. Balanced Scorecard.</p> <p>Exercises: The process of strategic management. Economic environment of contemporary organizations. The objectives of the organization. Methods of analysis of the macroenvironment. Characteristics of the competitive environment: methods of Porter's 5 forces, attractiveness score for the sector. Analysis of the company's potential. The concept of building competitive advantage. The concept of distinctive capabilities and core competencies. SWOT analysis. Management strategies. Porter's model of competitive strategy.</p>		
Prerequisites and co-requisites	No requirements		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	Written exam	60.0%	60.0%
	Practical exercise	60.0%	40.0%
Recommended reading	Basic literature	<p>1. Stabryła A.: Zarządzanie strategiczne w teorii i praktyce firmy, PWN, Warszawa 2000.</p> <p>2. Obłój K.: Strategia organizacji, PWE, Warszawa 2007.</p> <p>3. Gierszewska G., Romanowska M.: Analiza strategiczna przedsiębiorstwa, PWE, Warszawa 2009.</p> <p>4. Pierścionek Z.: Zarządzanie strategiczne w przedsiębiorstwie, PWN, Warszawa 2011.</p>	
	Supplementary literature	<p>1. Pierścionek Z.: Strategie rozwoju firmy, PWN, Warszawa 1997.</p> <p>2. Penc J.: Sztuka skutecznego zarządzania, Oficyna Ekonomiczna, Kraków 2005.</p> <p>3. Urbanowska-Sojkin E., Banaszyk P., Witczak H.: Zarządzanie strategiczne przedsiębiorstwem, PWE, Warszawa 2007.</p> <p>4. Penc-Pietrzak I.: Analiza strategiczna w zarządzaniu firmą. Koncepcja i stosowanie. C.H. Beck, Warszawa 2003.</p> <p>5. Drażek Z., Niemczynowicz B.: Zarządzanie strategiczne przedsiębiorstwem, PWE, 2003.</p>	
	eResources addresses	Adresy na platformie eNauczanie:	

Example issues/ example questions/ tasks being completed	<p>Replace the methods of strategic analysis</p> <p>Replace the entry barriers to the sector</p> <p>Discuss the process of selection strategies using the grand strategy matrix</p>
Work placement	Not applicable