



Subject card

Subject name and code	STRATEGIC MANAGEMENT, PG_00061054						
Field of study	Management, Management						
Date of commencement of studies	February 2024	Academic year of realisation of subject			2024/2025		
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			at the university		
Year of study	2	Language of instruction			Polish		
Semester of study	3	ECTS credits			4.0		
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: 0.0						
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		7.0		61.0	100
Subject objectives	Develops the organization's strategy on the basis of an in-depth analysis using various methods, making responsible decisions based on the interpretation of the results obtained						
Learning outcomes	Course outcome	Subject outcome			Method of verification		
	[K7_W04] analyzes complex management problems in an in-depth way on the basis of reliable data and properly selected methods, obtaining logical solutions	analyzes the processes of strategic management in an in-depth way, using appropriate methods of strategic problem analysis, appropriate for the relevant areas of the organization			[SW1] Assessment of factual knowledge		
	[K7_K02] makes competent and ethical decisions, taking care of the public interest and maintaining economic, social and environmental values	implements developed strategies by making competent and ethical decisions on the organizational form of enterprises and other institutions, ensuring the maintenance of economic, social and environmental values			[SK5] Assessment of ability to solve problems that arise in practice		

Subject contents	<p>LECTURE</p> <p>Strategic planning as an element of the strategic management proces Strategic management and its components, the essence of strategic planning, the definition of strategy, the process of strategic planning (defining mission and goals, strategic analysis, strategic planning in the strict sense of the word), features of strategic planning, advantages and disadvantages and the importance of strategic planning</p> <p>Strategic analysis as the basis for building a strategic plan Objectives of strategic analysis, features of contemporary strategic analysis and its distinguishing features, users of strategic analysis, areas of strategic analysis (analysis of the "interior" and environment of the organization), factors determining the scope of strategic analysis</p> <p>Macro-environment analysis Concepts of macro-environment analysis, methods of macro-environment analysis: methods of analyzing continuous changes, methods of analyzing discontinuous changes (scenario methods: scenarios of possible events, simulation scenarios, scenarios of environmental states, scenarios of processes in the environment), practical development of scenarios of macro-environment changes</p> <p>Analysis of the competitive environment Methods of microenvironment analysis: M. E. Porter's "five forces" analysis, point assessment of sector attractiveness, map of strategic groups, experience curve, practical preparation: analysis of sector attractiveness, point assessment of sector attractiveness, maps of strategic groups, the use of known methods to build scenarios of microenvironment states</p> <p>Analysis of the strategic potential of the organization Product and technology life cycle, portfolio methods - their attractiveness and pitfalls, analysis of key success factors, point evaluation of the company's position in the sector, evaluation of the company's strategic position, practical preparation of the above-mentioned analyzes</p> <p>SWOT as a comprehensive method of strategic analysis Psychological approach to strategic management: strategic change management Types of contemporary development strategies Strategic controlling</p> <p>TUTORIAL</p> <p>Sources of strategic information Concepts and typology of strategic management Analysis of the organization's macro-environment Analysis of the organization's competitive environment Analysis of the strategic potential and strategic position of the organization Types of strategic analyzes and basic strategic options Building a TOWS/SWOT competitive profile Strategic Scorecard Strategic approaches and the specificity of strategic change</p>														
Prerequisites and co-requisites															
Assessment methods and criteria	<table border="1"> <thead> <tr> <th data-bbox="456 1160 794 1189">Subject passing criteria</th> <th data-bbox="799 1160 1137 1189">Passing threshold</th> <th data-bbox="1142 1160 1481 1189">Percentage of the final grade</th> </tr> </thead> <tbody> <tr> <td data-bbox="456 1196 794 1225">Exam</td> <td data-bbox="799 1196 1137 1225">51.0%</td> <td data-bbox="1142 1196 1481 1225">30.0%</td> </tr> <tr> <td data-bbox="456 1232 794 1261">Practical exercises</td> <td data-bbox="799 1232 1137 1261">51.0%</td> <td data-bbox="1142 1232 1481 1261">50.0%</td> </tr> <tr> <td data-bbox="456 1267 794 1296">Test</td> <td data-bbox="799 1267 1137 1296">51.0%</td> <td data-bbox="1142 1267 1481 1296">20.0%</td> </tr> </tbody> </table>			Subject passing criteria	Passing threshold	Percentage of the final grade	Exam	51.0%	30.0%	Practical exercises	51.0%	50.0%	Test	51.0%	20.0%
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Recommended reading	<p>Basic literature</p> <p>Stabryła A.: Zarządzanie strategiczne w teorii i praktyce firmy, PWN, Warszawa 2000 Obłój K.: Strategia organizacji, PWE, Warszawa 2007 Gierszewska G., Romanowska M.: Analiza strategiczna przedsiębiorstwa, PWE, Warszawa 2009 Pierścionek Z.: Zarządzanie strategiczne w przedsiębiorstwie, PWN, Warszawa 2011 Tubielewicz A.: Zarządzanie strategiczne w biznesie międzynarodowym. Wydawnictwo Naukowo-Techniczne, Warszawa 2004 N. Bown, B. Rapper, A. Webster, Foresight jako Narzędzie Zarządzania Wiedzą i Innowacją, PARP, Warszawa 2010 A.M.J. Skulimowski, Metodyka foresightu strumieni odpadów nieorganicznych przemysłu chemicznego, Fundacja Pogress and Business, Kraków 2011 www.inorganicwaste.eu/dokumenty/Raport metodologiczny foresight.pdf Mary j. Hatch, Dynamic Culture https://www.researchgate.net/profile/Mary_Hatch/publication/271776324_The_Dynamics_of_Organizational_Culture/links/5527f680cf2e089a3a25298/The-Dynamics-of-Organizational-Culture.pdf</p>														

	Supplementary literature	<p>Pierścionek Z.: Strategie rozwoju firmy, PWN, Warszawa 1997</p> <p>Penc J.: Sztuka skutecznego zarządzania, Oficyna Ekonomiczna, Kraków 2005</p> <p>Urbanowska-Sojkin E., Banaszyk P., Witczak H.: Zarządzanie strategiczne przedsiębiorstwem, PWE, Warszawa 2007</p> <p>Penc-Pietrzak I.: Analiza strategiczna w zarządzaniu firmą. Koncepcja i stosowanie. C.H. Beck, Warszawa 2003</p> <p>Drażek Z., Niemczynowicz B.: Zarządzanie strategiczne przedsiębiorstwem, PWE, 2003</p> <p>J. Jeżak, Z. Matyjas: Mapa grup strategicznych elementem analizy konkurencji w sektorze, Przegląd Organizacji 9/2001</p> <p>H. Kreikebaum: Strategiczne planowanie w przedsiębiorstwie (1997)</p> <p>K. Obłój: Trzy pytania strategiczne, Nowe Życie Gospodarcze 10/1998</p> <p>J. Penc: Perspektywy strategiczne w zarządzaniu, Vademecum Menedżera (dodatek do Życia Gospodarczego)</p> <p>M. Pietrzak: Zastosowanie modelu pięciu sił konkurencyjnych do analizy sektora na przykładzie przemysłu mleczarskiego, Przegląd Organizacji 2/2001</p> <p>Z. Pierścionek: Strategia rozwoju firmy (1997)</p> <p>M. E. Porter: Strategia konkurencji (1994)</p> <p>M. Romanowska: Strategie rozwoju i konkurencji (1998)</p> <p>B. Glinka, G. Pawłowski, Strategiczne wyzwania rozwoju przedsiębiorstwa w otoczeniu globalnym na przykładzie Omida Logistics Group, Współczesna Gospodarka, 2016, Vol. 7, nr 3, s. 27-43</p>
	eResources addresses	Adresy na platformie eNauczanie:
Example issues/ example questions/ tasks being completed	<p>List the methods of strategic analysis</p> <p>List the barriers to entry to the sector</p> <p>Discuss the strategy building process using the SWOTC analysis</p> <p>Characterize the types and methodology of creating future scenarios</p> <p>Characterize the essence of strategic foresight</p>	
Work placement	Not applicable	

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