

Course code:

Plan position:

A. INFORMATION ABOUT THE COURSE

B. Basic information

Name of course	Strategic Management
Field of studies	Management
Level of studies	first degree, second degree
Profile of studies	general academic studies
Form of studies	full-time studies
Specialty	
Unit responsible for the field of studies	Faculty of Management
Name and academic degree of teacher(s)	Robert Karaszewski, professor
Introductory courses	Management, Marketing
Introductory requirements	The course assumes that the student has taken an undergraduate basic management and marketing courses.

C. Semester/week schedule of classes

Semester	Lectures (W)	Auditorium classes (Ć)	Laboratory classes (L)	Project classes (P)	Seminar (S)	Field classes (T)	Number of ECTS points
fall, spring	15	15					6

2. LEARNING OUTCOME

No.	Learning outcomes description	The reference to the learning outcomes of specific field of study	The reference to the learning outcomes for the area
KNOWLEDGE			
W1	On successful completion of the course student is supposed to define managerial complex problems related to strategic management.	K_W03 K_W09	P7S_WG
SKILLS			
U1	On successful completion of the course student is supposed to apply multiple aspects including analytics, marketing, finance. Student will be familiar with strategic management's software utilized during classes.	K_U08	P7S_UW
SOCIAL COMPETENCES			
K1	On successful completion of the course student is supposed to exceed managerial problems which tend to happen in companies.	K_K03	P7S_KR

3. TEACHING METHODS

A. Traditional methods used ***

multimedia lecture, discussion, method of cases, software, team work

B. Distance learning methods used ***

Synchronous method (classes conducted in a way that ensures direct interaction between the student and the teacher in real time, enabling immediate flow of information, the method can be used only if it is provided for in the study plan for a given cycle of education):
 e.g. remote lecture in the form of videoconference, remote discussion, etc.

Asynchronous method used as an auxiliary (a method that does not ensure direct interaction between the student and the teacher in real time, used only as an auxiliary / complementary method):
 e.g. online educational videos, online multimedia presentations, etc.

4. METHODS OF EXAMINATION

colloquium, project, short paper, group presentation of selected topics

5. SCOPE

Lectures	Students will learn about strategic management as a complex process that allow companies to concentrate their whole resources on splendid opportunities to increase their sales and achieve a sustainable growth. The course elaborates about strategic models as the fundamental keystone of marketing plans designed to fill market needs and reach marketing objectives. The lectures will overview various strategic types, e.g.: market dominance (Challenger, Leader, Nicher, Follower), growth strategies, porter generic strategies, innovation strategies and marketing warfare strategies.
Auditorium classes	Software utilized on classes for virtual company simulation of Strategic Management will enable students to recognize the fundamental assumptions underlying strategy formation. Students will gain experience with SWOT analysis to identify the opportunities and threats in the external environment. Student will analyze the internal environment of their organizations, analyze the long-term prospects and competitive strengths and weaknesses of a company's various businesses and examine the different multi-business strategies that companies pursue in order to maximize their value.

6. METHODS OF VERIFICATION OF LEARNING OUTCOMES

LEARNING OUTCOME	Form of assessment					
	Oral examination	Written exam	Colloquium	Project	Presentation
W1			x	x		
U1			x	x		
K1			x	x		

7. LITERATURE

Basic literature	Thompson A.A., Strickland A.J., Gamble, J.E., 2010. Crafting and Executing Strategy McGraw-Hill/Irwin. Boston, MA.
Supplementary literature	Joyce, P., Woods, A., 2001. Strategic management: a fresh approach to developing skills, knowledge and creativity, Cogan Page. Sadler, P., James C.C., 2003. Strategic management, Cogan Page.

**8. TOTAL STUDENT WORKLOAD REQUIRED TO ACHIEVE EXPECTED LEARNING
OUTCOMES EXPRESSED IN TIME AND ECTS CREDITS**

Student's activity		Student workload– number of hours
Classes conducted under a direct supervision of an academic teacher or other persons responsible for classes	Participation in classes indicated in point 1B	30
	Supervision hours	15
Student's own work	Preparation for classes	30
	Reading assignments	40
	Other (preparation for exams, tests, carrying out a project etc)	35
Total student workload		150
Number of ECTS points		6