
Course title: MANAGEMENT AND STRATEGIC PLANNING

ECTS credit allocation (and other scores): 2.0

Semester: spring

Level of study: ISCED-7 - second-cycle programmes (EQF-7)

Branch of science: Agricultural sciences

Language: English

Number of hours per semester: 45

Course coordinator/ Department and e-mail: dr inż. Tomasz Winnicki, Department of Agrotechnology, Agricultural Production Management and Agribusiness, tomasz.winnicki@uwm.edu.pl

Type of classes: classes and lectures

Substantive content

CLASSES: Strategic group mapping. Product life cycle analysis. BCG matrix analysis. GE matrix analysis. ADL matrix analysis. SWOT analysis. TOWS analysis. SPACE matrix analysis. Strategic gap analysis. Planning strategic goals. Development of a balanced scorecard.

LECTURES: Strategy, object and scope of strategic management. Strengths, weaknesses and significance of strategic planning. Basic concepts in strategic management. Stages of the strategic management process. Objectives of strategic organization. Mission statement. Vision and identity. Strategic analysis of the business environment. Selected methods of analyzing a company's market status. Balanced scorecard as a tool for monitoring strategy performance. Strategic planning in small-sized enterprises. The significance and roles of organizational culture in strategic planning. Fusion, take-over, strategic alliance.

Learning purpose: Presentation of strategic analysis methods that can be deployed in various business scenarios.

On completion of the study programme the graduate will gain:

Knowledge: The student identifies and describes various strategic analysis methods. The student identifies barriers to different types of business activity. The student interprets social and economic phenomena.

Skills: The student uses strategic analysis and planning methods. The student develops strategies for various types of businesses. The student identifies and explains processes in the company's internal and external environment.

Social Competencies: The student accumulates data and shares them with the student community.

The student actively shapes the environment.

Basic literature: Drążek Z., Niemczynowicz B. 2003. Zarządzanie strategiczne przedsiębiorstwem. PWE Warszawa; Krukowski K., Kulas-Klimaszewska I. K. 2002. Planowanie strategiczne - wybrane metody. APIS Olsztyn.

Supplementary literature: Gierszewska G., Romanowska M. 1997. Analiza strategiczna przedsiębiorstwa. PWE Warszawa.

The allocated number of ECTS points consists of:

Contact hours with an academic teacher: 1.37 ECTS points

Student's independent work: 0.63 ECTS points