



Course syllabus - part A Strategic Management

12S20-SMA
ECTS: 1.96
CYCLE: 2022L

SUBJECT MATTER CONTENT

LECTURE

Concepts and development of strategic management. Strategic management and its processes. Characteristics of strategy and its types. Main criteria of strategy selection. Historical background of strategic management. Competition and cooperation strategies. Diversification strategy. Global and local context of strategy and its influence on management. Methods of strategic analysis. Methods of distant environment analysis. Methods of closer environment analysis. Methods of strategic planning and analysis. Portfolio methods. Methods of strategic potential planning and analysis. Strategic analysis methods. Integrated methods. Characteristics and tasks of strategic planning. Strategic controlling. Strategy implementation.

CLASSES

Using the case study method in strategic management. Elements of strategic plan. Macro environment analysis methods. Methods of competitive environment. Assessment of potential and strategic position of the company. Integrated methods of strategic analysis.

TEACHING OBJECTIVE

Using the case study method in strategic management. Elements of strategic plan. Macro environment analysis methods. Methods of competitive environment analysis. Assessment of potential and strategic position of the company. Integrated methods of strategic analysis.

DESCRIPTION OF THE LEARNING OUTCOMES OF THE COURSE IN RELATION TO THE DESCRIPTION OF THE CHARACTERISTICS OF THE SECOND LEVEL LEARNING OUTCOMES FOR QUALIFICATIONS AT LEVELS 6-8 OF THE POLISH QUALIFICATION FRAMEWORK IN RELATION TO THE SCIENTIFIC DISCIPLINES AND THE EFFECTS FOR FIELDS OF STUDY:

Symbols for outcomes related to the discipline:

S/NZJA_P7S_KO++, S/NZJA_P7S_KK+,
S/NZJA_P7S_WK+, S/NZJA_P7S_UO+,
S/NZJA_P7S_UW+

Symbols for outcomes related to the field of study:

KP7_UW5+, KP7_KO1+, KP7_KO3+, KP7_KK2+,
KP7_WK6+, KP7_UO1+

LEARNING OUTCOMES:

Knowledge:

W1 - W1 - The student has basic knowledge of strategic management.

Skills:

U1 - U1 - The student is able to appropriately select the objectives, measures and activities to specific examples of business operation

Social competence:

Legal acts specifying learning outcomes:
684/2020

Disciplines: economics and finance, management and quality studies

Status of the course: Obligatoryjny

Group of courses: B - przedmioty kierunkowe

Code: ISCED

Field of study: Management

Scope of

education: Logistics

(education offer in English)

Profile of education:

General academic

Form of studies: full-time

Level of studies: second degree studies

Year/semester: 1/2

Types of classes: Lecture, Classes

Number of hours in semester: Lecture: 15.00, Classes: 30.00

Language of

instruction: Polish

Introductory subject:

Prerequisites: Possess basic knowledge of organisational management

Name of the organisational unit conducting the course: Instytut Nauk o

Zarządzaniu i Jakości

Person responsible for the realization of the course: dr

Adam Wiśniewski

e-mail:

adam.wisniewski@uwm.edu.pl

Additional remarks:

K1 - K1 - The student, through independent work on prepared working templates, is able to identify strategic determinants of the functioning of enterprises.

TEACHING FORMS AND METHODS:

Lecture(W1;U1;):Problem lecture, multimedia presentation
Classes(W1;U1;K1;):Auditory exercises - case description

FORM AND CONDITIONS OF VERIFYING LEARNING OUTCOMES:

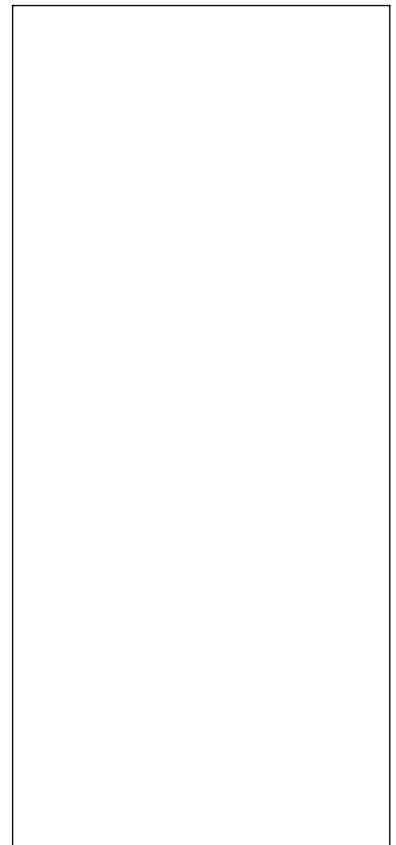
Lecture: Written exam - Written examination - open questions or test questions (W1;U1;);
Classes: Colloquium test - written colloquium - open questions (W1;U1;K1;);

BASIC LITERATURE:

1. Porter M.E., *Competitive Strategy*, Wyd. Free Press, R. 1980

SUPPLEMENTARY LITERATURE:

1. Krukowski K., Kulas-Klimaszewska I., *Planowanie strategiczne. Wybrane metody*, Wyd. APIS Olsztyn, R. 2002
2. Wiśniewski A., Raczyńska M., *Strategia a model biznesu*, Wyd. , R. 2019



Detailed description of ECTS credits awarded - part B

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Strategic Management

The number of ECTS credits awarded consists of:

1. Contact hours with the academic teacher:

- participation in: Lecture	15.0 h
- participation in: Classes	30.0 h
- consultation	4.0
	Total: 49.0 h.

2. Independent work of a student:

Total: 0 h

contact hours + independent work of a student Total: 49.0 h

1 ECTS credit = 25-30 h of an average student's work, number of ECTS credit = 49.0 h : 25.0 h/ECTS = 1.96 ECTS on average: 3.0 ECTS

- including the number of ECTS credits for contact hours with the direct participation of an academic teacher: 0,00 ECTS points,

- including the number of ECTS credits for hours of independent work of a student: