

COURSE SYLLABUS

NOTE: If the course includes lectures and classes, the Course Description Card applies to both types of instruction.

1. Course title: in Polish / in English STRATEGIC MANAGEMENT	2. Course code: S2st Number of ECTS credits: 4,0 Course completion mode: E Course commenced / Year 2019/2020																														
3. Major: Finance and Accounting																															
4. Department of major coordinator: Department of Banking and Financial Markets																															
5. Name of course instructor: Lectures prof. dr hab. WOJCIECH DYDUCH Classes dr BARTŁOMIEJ GABRYŚ Lab classes - Examiner prof. zw. dr hab. WOJCIECH DYDUCH																															
6. Department of course instructor: Department of Entrepreneurship																															
7. Number of contact hours with students:																															
<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 35%;">Type of instruction</th> <th style="width: 35%;">Full-time study</th> <th style="width: 30%;">Part-time study</th> </tr> </thead> <tbody> <tr><td>lectures</td><td style="text-align: center;">45</td><td style="text-align: center;">-</td></tr> <tr><td>classes</td><td style="text-align: center;">-</td><td style="text-align: center;">-</td></tr> <tr><td>foreign language classes</td><td style="text-align: center;">-</td><td style="text-align: center;">-</td></tr> <tr><td>lab classes</td><td style="text-align: center;">-</td><td style="text-align: center;">-</td></tr> <tr><td>seminars</td><td style="text-align: center;">-</td><td style="text-align: center;">-</td></tr> <tr><td>e-learning</td><td style="text-align: center;">-</td><td style="text-align: center;">-</td></tr> <tr><td>other</td><td style="text-align: center;">-</td><td style="text-align: center;">-</td></tr> <tr><td>Total hours</td><td style="text-align: center;">45</td><td style="text-align: center;">0</td></tr> <tr><td>examination (hours)</td><td style="text-align: center;">2</td><td style="text-align: center;">-</td></tr> </tbody> </table>		Type of instruction	Full-time study	Part-time study	lectures	45	-	classes	-	-	foreign language classes	-	-	lab classes	-	-	seminars	-	-	e-learning	-	-	other	-	-	Total hours	45	0	examination (hours)	2	-
Type of instruction	Full-time study	Part-time study																													
lectures	45	-																													
classes	-	-																													
foreign language classes	-	-																													
lab classes	-	-																													
seminars	-	-																													
e-learning	-	-																													
other	-	-																													
Total hours	45	0																													
examination (hours)	2	-																													
8. Course timeframe - no. of semesters: 1 Course commencement / Year 1 Course commencement / Semester 2																															
9. Level of tertiary education: Graduate	10. Course status <input checked="" type="checkbox"/> Compulsory for the major... <input type="checkbox"/> Compulsory for the specialization ... <input type="checkbox"/> Elective ...																														
11. Course prerequisites Compulsory: Recommended: Intermediate level of English language, Management																															
12. Course objectives: General objectives of the subject: (a) Acquiring general knowledge on contemporary strategic management concepts. (b) Making students familiar with methods, techniques and tools of strategic analysis as a supplement to financial analysis (c) Developing competencies in the field of enterprise assessment using strategic analysis methods as a complement to financial analysis in international business (d) Developing competence in the field of diagnosis for strategic decision making and strategy preparation																															

(e) Acquiring knowledge about contemporary strategic management constructs: strategic entrepreneurship, strategic leadership, CSR, strategic innovation, creative strategy,
 (f) creating competences and skills related to corporate social responsibility.

Didactic goals (learning outcomes and competences):

After completing the course the students should have advanced knowledge in the field of strategic management, as well as should have knowledge in the field of skilful and proper use of terminology related to the topic discussed. Will be competent users of strategic analysis instruments in relation to enterprises operating in the environment.

13. Teaching and learning methods:

A. Direct student-instructor contact:

No.	Teaching methods	Description	Number of hours	
			Full-time study	Part-time study
1.	Active lecture using multimedia techniques	A block of theoretical knowledge given in class to attempt to assess case studies	35	0
2.	Case analysis	The basic method of gathering and verifying knowledge for the proper assessment of the problems discussed.	5	0
3.	Presentation	Students prepare presentations on corporate strategy, and classes are then built on the basis of the presentations.	5	0
Total			AS: 45	AN: 0

B. Self-study:

No.	Learning methods	Description	Number of hours	
			Full-time study	Part-time study
1.	Individual work		20	0
2.	Individual work with the use of computer	Individual work with text	10	0
3.	Notes analysis		5	0
4.	Group work on case study		10	0
5.	Presentation preparation		5	0
6.	Solving case studies	The basic method of gathering and verifying knowledge for the proper assessment of the problems discussed.	5	0
Total			BS: 55	BN: 0

Total AS+BS = 100

Examination (E) = 2

Total AS+BS+E= 102

Total AN+BN = 0

Examination (E) = 0

Total AN+BN+E = 0

14. Key words:

strategic analysis, strategy development, strategic management

15. Course content:

- 1) Theoretical foundations of strategic management - from planning school to innovation and networks.
- 2) Contemporary challenges of developing dynamic abilities and gaining competitive advantage.
- 3) Analysis of the organization's environment.
- 4) Creating and capturing value.
- 5) Analysis of the interior of the organization: strategic potential, resources, competences, vision, mission, strategic goals, values and strategic intentions.
- 6) Strategies at the business level.
- 7) Strategies at the corporate level.
- 8) International strategies; mergers, acquisitions, alliances, online business strategies.

- 9) Strategic leadership and strategic entrepreneurship.
 10) Contemporary organizational strategies - Issues related to the preparation and implementation of strategies in enterprises.
 11) Corporate social responsibility strategies. Social sensitivity of the organization.

16. Course learning outcomes as related to the learning outcomes of the major and methods for assessing student attainment

Intended learning outcomes of the major / Symbols	Intended learning outcomes of the course	Methods for assessing student learning outcomes	Documentation
<u>Knowledge</u>			
FiR2_W01#	1. Has knowledge of strategic management concepts, knows methods and tools of strategic analysis, is able to collect data for analysis, make a diagnosis and lay the foundations for strategic activities	Test, presentation	List of the test grades and presentation
FiR2_W02#	2. Has knowledge of methods and tools for strategic analysis	Test	List of grades and presentation
<u>Skills</u>			
FiR2_U01# FiR2_U04# FiR2_U08#	1. Is able to use knowledge to analyse phenomena related to strategic management. Can use strategic analysis tools to diagnose an organization and its environment.	Test, solving case study, presentation, work with the supervisor	List of final grades, master thesis, list of grades from projects and classes
<u>Social competences</u>			
FiR2_K01# FiR2_K03# FiR2_K04#	1. Is able to expand management knowledge and actively participate in discussions on topics related to strategic management	Exercises, work in groups, presentations, group case study solving	Partial grades from classes, master thesis

17. Method for determining the final course grade:

No.	Methods for awarding credits and course completion requirements	Description	Percentage of the final course grade*
1.	Exam test	Single-choice test without the possibility of using textbooks	60%
2.	Presentation	Preparing assessment for classes	20%
3.	Project	Preparing assessment for classes	20%

* If students are required to obtain both a class grade and an exam grade, the class grade constitutes at least 30% of the final course grade.

18. Reading list

Mandatory readings:

- Dess, G.G., Lumpkin, G.T., Taylor, M.L. : Strategic management. Text & cases. New York: Mc Graw-Hill/Irwin, 2004.
- Hitt, Ireland, Hoskisson: Strategic Management. Thomson Publishing. Oxford, 2005.

Suggested readings: -

19. Language of instruction: English

20. Course instructors' recommendations: -