

COURSE DESCRIPTION CARD

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

1. Course title:
STRATEGIC MANAGEMENT

2. Course code: S2st
Number of ECTS credits: 4,0
Course completion mode: E
Course commenced / Year 2019/2020

3. Major: International Business

4. Department of major coordinator: Department of Consumption Research

5. Name of course instructor:
Lectures: Prof. Wojciech Dyduch, Ph.D.
Classes: Bartłomiej Gabryś, Ph.D.
Examiner Prof. Wojciech Dyduch, Ph.D.

6. Department of course instructor: Department of Entrepreneurship

7. Number of contact hours with students:

Type of instruction	Full-time study	Part-time study
lectures	14	-
classes	28	-
foreign language classes	-	-
lab classes	-	-
seminars	-	-
e-learning	-	-
other	-	-
Total hours	42	0
examination (hours)	2	-

8. Course timeframe - no. of semesters: 1

Course commencement / 1st Year

Course commencement / Winter semester

9. Level of tertiary education: Master

10. Course status
Compulsory for the major International Business

11. Course prerequisites

Compulsory:

Recommended: Intermediate English language level (B1), Principles of Management

12. Course objectives:

General objectives of the subject:

- (a) Acquiring general knowledge regarding contemporary concepts of strategic management,
- (b) Making students familiar with methods, techniques and tools of strategic analysis,
- (c) Developing competences in the field of enterprise assessment using strategic analysis methods,
- (d) Developing competences in the field of diagnosis for strategic decision making and strategy formulation, international strategy implementation,
- (e) Acquiring knowledge about contemporary strategic management constructs: strategic entrepreneurship, strategic leadership, CSR, strategic innovativeness, and creative strategy.

The offered knowledge will help students diagnose the organization and assess the possibilities of developing innovativeness on a strategic level.

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	30	0
2.	Case analysis	The basic method of gathering and verifying knowledge for the proper assessment of the problems discussed.	12	0
Total			AS: 42	AN: 0

B. Self-study:

No.	Learning methods	Description	Number of hours	
			Full-time study	Part-time study
1.	Individual work with the use of computer	Individual work with text	20	0
2.	Analysis of notes from lectures		10	0
3.	Preparation of the presentation		10	0
4.	Solving Case Studies	The basic method of gathering and verifying knowledge for the proper assessment of the problems discussed.	10	
5.	Group work on case studies		4	0
6.	Individual work		4	0
Total			BS: 58	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 formulation, strategic management

15. Course content:

1. Theoretical foundations of strategic management - from planning to innovation, networks and psychology;
2. Contemporary challenges of developing dynamic abilities and gaining competitive advantage;
3. Analysis of the organization's environment;
4. Creating and capturing value;
5. Organization analysis: strategic potential, resources, competences, vision, mission, strategic goals, values and strategic intentions
6. Business-level strategies
7. Corporate-level strategies
8. International strategies; mergers, acquisitions, alliances, online business strategies;
9. Corporate governance, CSR, stakeholder orientation;
10. Strategic leadership and strategic entrepreneurship;

11. Creative organization strategy;
12. Challenges of strategy preparation and implementation.

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>			
IB2_W02 IB2_W07	1.Has the 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. Is prepared for diagnosis and on this basis to assess the possibilities of introducing innovation and entrepreneurial development of the organization.	Test	Test assessment list
<u>Skills</u>			
IB2_U02	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 studies, presentation, working with the supervisor	List of the final grades, master thesis preparation, list of grades from projects and classes
<u>Social competences</u>			
IB2_K03	1. Is able to lead a team and prepare strategic directions of the enterprise's activity	Exercises, group work, presentations, group solving of case studies	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.	Single-choice test without the possibility of using textbooks	Final test at the end of the module	50%
2.	Project	Preparing a project on strategy	30%
3.	Presentation	Presenting the project	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:

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

Suggested readings:

3. DeWit, Meyer: Strategy Synthesis. Thompson, 2010.

19. Language of instruction: English

20. Course instructors' recommendations: -