

### COURSE DESCRIPTION CARD

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

<b>1. Course title:</b> Zarządzanie strategiczne Strategic Management	<b>2. Course code:</b> Number of ECTS credits: 4 Course completion mode: E Course commenced: Year 2023/24
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**3. Major:** Finance and Accounting for Business

**4. Department of major coordinator:** Department of Banking and Financial Markets

**5. Name of course instructor:**  
 Lecture prof. Wojciech Dyduch,  
 Examiner prof. Wojciech Dyduch

**6. Department of course instructor:**  
 Entrepreneurship

**7. Number of contact hours with students:**

Type of instruction	Full-time study	Part-time study
lectures	30	18
classes		
foreign language classes		
lab classes		
seminars		
e-learning		
other		
<b>Total hours</b>	30	18
examination (hours)	2	2

**8. Course timeframe - no. of semesters:** 1  
 Course commencement / Year 1  
 Course commencement / Semester 1

**9. Level of tertiary education:** Master

**10. Course status**  
 Compulsory for the major

**11. Course prerequisites**  
 Compulsory:-  
 Recommended: -

**12. Course objectives:**

(a) to obtain general knowledge concerning strategic management as a basic for reaching competitive advantage,

(b) to make students familiar with methods, tools and techniques of contemporary strategic analysis,

(c) to develop the skills of using strategic analysis tools in assessing company competitive position,

(d) to develop management skills concerning observing and diagnosing strategic problems for proper decision-making and taking optimal strategic actions,

(e) to possess the skills of using strategic analysis alongside with financial analysis,

(f) to acquire the knowledge about strategic management constructs: strategy, strategic entrepreneurship, strategic leadership, corporate social responsibility, e-entrepreneurship, corporate governance, competitive advantage, and related strategic issues.

**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 with multimedia presentations	Contemporary concepts presented with examples from practice, movies, cases and analyses	30	18
Total			AS: 30	AN:18

**B. Self-study:**

No.	Learning methods	Description	Number of hours	
			Full-time study	Part-time study
1.	Self-studies with computer	Literature analysis	20	30
2.	Case study solving	Working on assigned tasks	20	26
3.	Preparing presentations	Preparing projects and case-studies	30	26
Total			BS: 70	BN:82

Total AS+BS = 100

Examination (E) = 2

Total AS+BS+E= 102

Total AN+BN = 100

Examination (E) =2

Total AN+BN+E = 102

**14. Key words:** *Strategic analysis, strategy formulation and implementation, international business*

**15. Course content:**

1. Leading concepts of strategic management
2. Contemporary challenges of developing dynamic capabilities and competitive advantage
3. Macro and micro-environment analysis
4. Value creation and value capture
5. Company potential analysis: resources, capabilities, core competences, vision, mission, strategic goals, strategy formulation
6. Business-level strategies
7. Corporate-level strategies,
8. Creative strategy
9. International strategies, fusions and mergers, alliances
10. Strategic leadership and strategic entrepreneurship
11. Corporate Social Responsibility in international setting
12. Contemporary strategies - challenges concerning strategy 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>			
FAB2_W01#	1. The student uses the knowledge on strategic management concepts, knows	Exam test	Test grades

	the methods and tools of strategic analysis, knows how analyse and diagnose the situation and prepare strategic recommendations 2. The student knows the methods and tools of strategic analysis.		
<u>Skills</u>			
FAB2_U01#	1. The student can use the knowledge on strategic management to analyse the company and its environment	Exam test, Case study	Grade list Case studies Master thesis
FAB2_U02#	2. The student can apply the strategic analysis tools	Exam test, Case study	Grade list Case studies Master thesis
FAB2_U04#	3. The student can collect data for diagnosis and analysis	Exam test, Case study	Grade list Case studies Master thesis
<u>Social competences</u>			
FAB1_K01#	1. The student is able to broaden the knowledge in management and actively discuss the strategic management issues	Assigned tasks, Presentations, Case studies	Grades Master thesis
FAB1_K03#	2. The student is able to analyse the strategically the future in context of relations with stakeholders	Assigned tasks, Presentations, Case studies	Grades 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 – knowledge test	Final test covering the presented knowledge and checking some skills	60
2.	Case study presentation	Presentation demonstrating the case analysis	20
3.	Active participation in lectures	Discussion, social skills	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:

- Hitt, M.A., Ireland, R.D., Hoskisson, R.E.: Strategic management. Oxford: Thomson Publishing, 2017.

Suggested readings:

- Dess, G.G., Lumpkin, G.T., Taylor, M.L.: Strategic management. Text & cases. New York: Mc Graw-Hill/Irwin, 2004;
- W. Dyduch: Strategic processes and mechanisms of value creation and value capture: Some insights from business organizations in Poland (2022): In: Effective Implementation of Transformation Strategies. How to Navigate the Strategy and Change Interface Successfully / ed. Angelina Zubac, Palgrave Macmillan, s. 289-316.

- W. Dyduch, P. Chudziński, S. Cyfert, M. Zastempowski (2022): Leadership decisions for company SurVIRval. Evidence from organizations in Poland during the first Covid-19 lockdown. Journal of Organizational Change Management, vol. 35, iss. 8 s. 79-102.

**19.** Language of instruction: English

**20.** Course instructors' recommendations: -