

COURSE DESCRIPTION CARD

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 Zarządzanie strategiczne / Strategic Management	2. Course code: Number of ECTS credits: 3 Course completion mode: Course commenced / Year ...
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3. Major: Euroclasses

4. Department of major coordinator: Entrepreneurship

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	15	
classes		
foreign language classes		
lab classes		
seminars		
e-learning		
other		
Total hours	15	
examination (hours)		

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

9. Level of tertiary education: Master	10. Course status <input type="checkbox"/> Compulsory for the major... <input type="checkbox"/> Compulsory for the specialization ... <input checked="" type="checkbox"/> Elective ...
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11. Course prerequisites
 Compulsory:
 Recommended: *Management, English language*

12. Course objectives:

(a) to develop general knowledge concerning contemporary concepts of strategic management
 (b) to make students familiar with methods, tools and techniques of strategic analysis, strategy formulation and implementation
 (c) to develop managerial skills: observing and diagnosing strategic problems, preparing strategic recommendations, and taking optimal strategic actions.

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	Theoretical concepts with examples from practice, methods and techniques	15	
Total			AS: 15	AN:

B. Self-study:

No.	Learning methods	Description	Number of hours	
			Full-time study	Part-time study
1.	Analysing course material	Notes and lectures analysis	20	
2.	Studying literature	Reading assigned publications	20	
3.	Self-studies with computer	Working on assigned tasks	10	
4.	Teamwork	Preparing projects	5	
5.	Case study solving	Working on case studies	5	
Total			BS: 60	BN:

Total AS+BS = 75

Total AN+BN = 0

Examination (E) = 0

Examination (E) = 0

Total AS+BS+E= 75

Total AN+BN+E = 0

14. Key words: *Strategic analysis, strategy formulation, strategic implementation*

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. 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>			
EK2_W01#	1. The student uses the knowledge on strategic management concepts, knows the methods and tools of strategic analysis, knows how analyse and diagnose the situation and prepare strategic recommendations	Test	Test grades
<u>Skills</u>			
EK2_U01#	1. The student can use the knowledge on strategic management to analyse the company and its environment	Test, Case study	Grade list Case studies Master thesis
<u>Social competences</u>			
EK2_K04#	1. The student is able take part in preparing a strategy for an organization	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.	Knowledge test	Final test covering the presented knowledge and checking some skills	70
2.	Case studies and assignments	Presentation demonstrating the case analysis	30
* 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			
Suggested readings: Hitt, M.A., Ireland, R.D., Hoskisson, R.E.: Strategic management. Oxford: Thomson Publishing, 2017. Peng M.: Global Strategic Management, 2nd ed. . Wyd. South-Western Cengage Learning, 2009.			
19. Language of instruction: English			
20. Course instructors' recommendations: -			