



EDUCATIONAL MODULE DESCRIPTION SHEET

Field of study: Management

Subject name Strategic management		
Subject name in English Strategic management		
Subject code	Year / semester	Method of evaluation
Specialisation All	Track General academic	Level of qualification
Mode of study Full-time	Language of instruction English	Subject elective
Number of hours Lectures: 30 Classes:	Number of ECTS points 3	Block (A, B, C) E
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Subject's educational aims

C1	Getting familiar with the nature of strategy and strategic management
C2	Transferring knowledge related to corporate strategy formulation and implementation
C3	Enabling students to be capable of preparing strategic projects and reports

Subject's learning outcomes

Code	Outcomes in terms of	Learning outcomes within the field of study
Knowledge		
W1	Explains the nature of strategy and the scope of strategic management	K1_W04, K1_W06, K1_W07, K1_W09
W2	Differentiates strategy types	K1_W04, K1_W06, K1_W07, K1_W09
Skills		
U1	Matches appropriate strategies to existing circumstances	K1_U01, K1_U02, K1_U04
U2	Prepares improvements project related to strategic management	K1_U07, K1_U13, K1_U14
Social competences		
K1	Identifies problems related to strategy formulation and implementation	K1_K02, K1_K03, K1_K06
K2	Working in team solves problems related to strategy formulation and implementation	K1_K02, K1_K05

Study content

No.	Study content	Subject's educational aims	Subject's learning outcomes
1.	The nature of strategy and strategic management. Schools of strategic management. The process of strategic management	C1	W1, W2
2.	Externally influenced strategic choices of an organization: Environment analysis methods - PEST method and scenario method	C2	W2, U1, U2, K2
3.	Externally influenced strategic choices of an organization: Sector environment analysis	C2	W2, U1, K1, K2
4.	Externally influenced strategic choices of an organization: Strategic groups analysis	C2, C3	W2, U1, U2, K1, K2
5.	Internally influenced strategic choices of an organization: Value chain analysis and resource based view of the firm. Competitive advantage of the firm	C2, C3	W2, U1, U2, K1, K2
6.	Internally influenced strategic choices of an organization: portfolio analysis	C2, C3	W2, U1, U2, K1, K2
7.	Stakeholders analysis	C2, C3	W2, U1, U2, K1, K2
8.	Defining an organization's position in the environment using SWOT/TOWS analysis	C2, C3	U1, U2, K1, K2
9.	Organization's vision and mission statement	C2, C3	W2, U1, U2
10.	Alternative development strategies and their evaluation in the context of company's competitive and strategic position	C2, C3	W2, U1, U2, K1, K2
11.	Defining enterprise's functional strategies	C2, C3	W2, U1, U2, K1, K2
12.	Strategy implementation and control	C2, C3	W2, U1, U2, K1, K2

Bibliography

Obligatory

1. David F., David F. R, David M. (2020): Strategic Management: A Competitive Advantage Approach, Concepts and Cases, Pearson, 17th Edition
2. Barney J., Hesterly W. (2019), Strategic Management and Competitive Advantage, Pearson, 6th Edition
3. Evans T., (2021): Key Strategy Tools: The 90+ Tools for Every Manager to Build a Winning Strategy, FT Publishing International, 2nd Edition

Recommended

1. Johnson G., Whittington R., Regner P., Scholes K., Angwin D. (2017), Exploring Strategy: Text and Cases, Pearson, 11th Edition
2. Dess G., Eisner A., McNamara G. (2021): Strategic Management: Text and Cases, The McGraw-Hill Companies, 10th Edition
3. Gamble J., Peterfal M., Thompson A. (2021), Essentials of Strategic Management: The Quest for Competitive Advantage, McGraw-Hill, 7th Edition

Entry requirements	Basic management knowledge, upper-intermediate knowledge of English
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Teaching methods	Lecture supported by multimedia presentation, Project method, Discussion, Case study
Method of evaluation	Class discussion, Group project / Group work, Presentation

Settlement of ECTS points

Forms of student work	Average number of hours for student work*	
Participation in lectures	30	
Preparation of multimedia presentation	10	
Project preparation	20	
Student work in total	Number of hours 60	ECTS points 3
Contact hours (with the teacher)	Number of hours 30	ECTS points 1,5
Practical-class work	Number of hours 30	ECTS points 1,5

* one hour of classes = 45 minutes

Methods of evaluating the learning outcomes

Learning-outcome code	Methods of evaluation		
	Class discussion	Group project / Group work	Presentation
W1	X	X	
W2	X	X	
U1	X	X	X
U2	X	X	X
K1		X	X
K2		X	X