

1. Course information in compliance with the Study Programme of MANAGEMENT									
Course Name: <b>Strategic Management</b>							Course Code: <b>C8</b>		
Type of studies: <b>Bachelor's Full-time / Part-time</b>				Profile of education: <b>PRACTICAL</b>			Specialization scope: <b>all</b>		
Year: <b>III</b> Term: <b>6</b>				Course /module status: <b>obligatory / field course</b>			Course / module language: <b>English</b>		
Type of classes	Lectures	Practical classes			Total	consultation	ECTS Credits		
		tutorials	laboratory classes	seminars			Classes with lecturer	Independent work of student	Total
Teaching Hours Full time studies	15	15	-	-	30	3	1,2	0,8	2
including practical classes	-	15	-	-	15	2	0,6	0,4	1
Teaching Hours Part time studies	10	10	-	-	20	2	0,8	1,2	2
including practical classes	-	10	-	-	10	1	0,4	0,6	1
Form of examination	<b>Graded pass / Exam</b>								
Course / module Coordinator	<b>Dr Aleksander Rezmer</b>								
Lecturers	<b>Dr Aleksander Rezmer</b>								
Priority effects of the item specified in the Senate resolution		<b>Z_W01, Z_W03, Z_U01, Z_U04, Z_K01</b>							
2. Lecturer tasks									
<b>Course learning objectives:</b>									
The aim of the subject is to teach students basic definitions, concepts and frameworks of strategic management. In particular the students will learn about strategic analysis of the company and its environment. The students ought to understand the importance of long-range planning and its ways.									

Subject code	Expected learning outcomes	Reference to learning outcomes for the field of Management
<b>Knowledge</b>		
<b>W_01</b>	The student knows and understands at an advanced level the issues in the field of social sciences in the field of management, quality, economics, finance, in relation to the strategic conditions of business activity, including their practical applications.	<b>Z_W01</b>
<b>W_02</b>	The student knows and understands the principles of functioning of entities in the market economy at an advanced level, and also understands the strategic relationships between them, including their practical applications.	<b>Z_W03</b>
<b>Skills</b>		
<b>U_01</b>	The student correctly interpret social phenomena (cultural, economic, legal) and use the knowledge in this area in the field of creating and evaluating the organization's strategy	<b>Z_U01</b>
<b>U_02</b>	The student can analyze the attractiveness of a market opportunity for a new business venture using theoretical knowledge and market information.	<b>Z_U04</b>
<b>Social competence</b>		
<b>K_01</b>	The student is ready to critically assess his knowledge, constantly improve his competences and professional qualifications in the changing economic conditions of the world.	<b>Z_K01</b>
Topics of particular classes with the number of hours		
<p style="text-align: center;"><b>LECTURES</b> (Theoretical classes)</p> <ol style="list-style-type: none"> <li>1. Introduction to strategic management. Origins and basic terms. (3h st/2h nst)</li> <li>2. SWOT analysis and Porter's five forces analysis as basic analytical tools. (3h st/2h nst)</li> <li>3. Interfirm analysis. BCG matrix, value chain analysis and core competencies analysis. (3h st/2h nst)</li> <li>4. Strategic management in nowadays turbulent environment. (2h st/1h nst)</li> <li>5. Strategy evaluation and reformulation. (2h st/2h st)</li> <li>6. PESTEL analysis as a tool for international expansion. (2h st / 1h nst)</li> </ol> <p style="text-align: center;"><b>TUTORIALS</b> (Practical classes)</p> <ol style="list-style-type: none"> <li>1. Introduction to strategic management. Origins and basic terms. (3h st/2h nst)</li> <li>2. SWOT analysis and Porter's five forces analysis as basic analytical tools. (3h st/2h nst)</li> <li>3. Interfirm analysis. BCG matrix, value chain analysis and core competencies analysis. (3h st/2h nst)</li> <li>4. Strategic management in nowadays turbulent environment. (2h st/1h nst)</li> <li>5. Strategy evaluation and reformulation. (2h st/2h st)</li> <li>6. PESTEL analysis as a tool for international expansion. (2h st / 1h nst)</li> </ol>		

Methods of teaching	Lecture using multimedia techniques, moderated discussion / exercises in the form of case studies, discussing presentations,				
Literature	Strategic Management : concepts / Fred R. David, New Jersey, USA : Prentice Hall, 2001				
Optional Literature	Strategic management study guide  <a href="http://www.managementstudyguide.com/strategic-management.htm">http://www.managementstudyguide.com/strategic-management.htm</a>				
3. Tasks and time of independent student work					
Tasks descriptions		Number of hours		ECTS Credits	
		Full-time	Part-time	Full-time	Part-time
The tasks of theoretical		10	15	0,4	0,6
Studying literature		5	5	0,4	0,6
Preparation for classes		5	10		
The tasks shaping practical skills		10	15	0,4	0,6
Preparation for tutorials, e.g. preparation of a presentation, analysis of the company's strategic situation		10	15	0,4	0,6
TOTAL student workload in hours		20	30	0,8	1,2
4. Methods of verification and documentation of the learning outcomes assessment					
Symbol of learning outcomes	Methods of verification and documentation				
W_01, W_02	Exam				
U_01, U_02	Final project presentation and a number of minor practical assignments				
K_01,	.Observation during classes				

	<p><b>Basic criteria of assessment:</b></p> <p>Lectures: attendance 15%, exam 85%</p> <p>Tutorials: 15% attendance, 15% active participation, 35% presentation, 35 assignments</p> <p>The final module grade consists of: a positive grade for the final exam (50%) and a positive grade for the exercises (50%). For a positive mark, more than 50% of points should be obtained from each form of classes.</p> <p>Assessment criteria: up to 50% - insufficient 51% - 60% - satisfactory 61% - 70% - a sufficient plus 71% - 80% - good 81% - 90% - a good plus from 91% - very good</p>
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