DESCRIPTION OF THE COURSE OF STUDY FOR EXCHANGE STUDENTS

| Kod przedmiotu | | 0413.3ZARZ2.B/C10.ZAS |
|-----------------------|---------|---|
| | English | |
| Name of the course in | Polish | <i>Strategic Management</i> Zarządzanie strategiczne |

1. LOCATION OF THE COURSE OF STUDY WITHIN THE SYSTEM OF STUDIES

| 1.1. Field of studies | Management |
|--------------------------------------|--|
| 1.2. Form of studies | Full Time / Part Time |
| 1.3. Level of studies | II degree (Master Degree) |
| 1.4. Profile of studies | Academic |
| 1.5. Person responsible for the card | Prof Jarosław Karpacz, PhD, Monika Stelmaszczyk, PhD |
| 1.6. Contakt | j.karpacz@ujk.edu.pl, m.stelmaszczyk@ujk.edu.pl |

2. GENERAL CHARACTERISTICS OF THE COURSE OF STUDY

| 2.1. Language | English, Polish |
|--------------------|-----------------|
| 2.2. Prerequisites | - |

3. DETAILED CHARACTERISTICS OF THE COURSE OF STUDY

| 3.1. Form of class | ses | Lecture, practical classes, e-learning | | | | | | | |
|---------------------|------------|---|--|--|--|--|--|--|--|
| 3.2. Place of class | ses | Lecture and practical classes at University, e-learning – educational platform | | | | | | | |
| 3.3. Form of asse | ssment | Lecture: exam, practical classes: graded credit, e-learning - approval | | | | | | | |
| 3.4. Didactic met | hods | Lecture: giving method using multimedia presentation; Classes: case study - searching for solutions to problems, discussion, engaging students in the exchange of observations and conclusions; synchronous e-learning, asynchronous e-learning | | | | | | | |
| | Basic | Stabryła A., Zarządzanie strategiczne w teorii i praktyce firmy, PWN, Warszawa 2021. Pierścionek Z., Zarządzanie strategiczne w przedsiębiorstwie, PWN, Warszawa 2015. | | | | | | | |
| 3.5. Literature | Additional | Dess G., McNamara G., Eisner A., Lee S.H., Strategic Management: Creatinng Competitive Adventages, McGraw-Hill Education, New York 2020. Obłój K., Strategia organizacji, PWE, Warszawa 2014. Gierszewska G., Romanowska M., Analiza strategiczna przedsiębiorstwa, PWE, Warszawa 2017. | | | | | | | |

4. OBJECTIVES, SYLLABUS CONTENT

4.1. Subject objectives

Lecture:

C1. Knowledge: Knowledge of the role and importance of strategic management in the company's operations.

C2. Knowledge: Understanding the essence and importance of tools used in effective enterprise management.

C3. Skills: Mastering the ability to use various strategies in economic practice.

C4. Skills: Ability to formulate and verify the company's strategy.

C5. Social Competence: Sensitization to the Social Consequences of Strategic Management Implications.

Practical classes and e-learning:

C1. Knowledge: Understanding the essence of strategic analysis methods.

C2. Knowledge: Knowledge of research methods used in strategic management.

C3. Skills: Ability to use strategic analysis methods.

C4. Social competence: Sensitivity to the social consequences of the implications of strategic management.

4.2. Detailed syllabus

Lecture:

- 1. The concept of strategic management.
- 2. Strategic management process.
- 3. Meaning, elements and types of strategies.
- 4. Strategy typology.
- 5. The concept and essence of competitive advantage.
- 6. Sources of competitive advantage in perspective:

- 6.1. planning approach;
- 6.2. positional approach;
- 6.3. resource approach;
- 6.4. relational approach;
- 6.5. dynamic capability approach.
- 7. Competitive strategies.
- 8. Strategic analysis of the enterprise environment.
- 8.1. macro-environment analysis;
- 8.2. Analysis of the competitive environment.
- 9. Paradoxes of strategic management.
- 10. Strategic pitfalls and ways to avoid them.
- 11. Challenges of contemporary strategic management: case study.

Classes:

- 1. Mission, vision and strategic goals of the company.
- 2. The BCG Portfolio Approach in Strategic Management.
- 3. Analysis of the portfolio of strategic business units in terms of GE.
- 4. Startup as a strategic choice of the company.
- 5. Business Model Canvas as a strategic management tool for an innovative company.
- 6. ABC analysis in the assessment of the company's market assets.
- 7. Strategic directions of company development in the context of the Ansoff Matrix.
- 8. Scoring method in assessing the attractiveness of the sector.
- 9. SWOT analysis method.

E-learning:

- 1. The system of strategic management assumptions.
- 2. Schools in strategic management.
- 3. Elements of the strategic plan: formulating the mission and strategic goals.
- 4. Analysis of Key Success Factors.
- 5. Value Chain concept.
- 6. Strategic Gap Analysis.

4.3. Subjects' learning outcomes

| ΓO | A student who has passed a subject | Reference to directional learning outcomes |
|-----|--|---|
| | In terms of KNOWLEDGE: | |
| W01 | knows the assumptions of the positional, resource and relational approach to building a company's competitive advantage. | ZARZ2A_W09 |
| W02 | knows the strategies of cooperation and competition of enterprises | ZARZ2A_W14 |
| W03 | knows the methods of strategic analysis. | ZARZ2A_W07 |
| | in terms of SKILLS: | |
| U01 | Is able to assess the impact of the environment on the company | ZARZ2A_U09 |
| U02 | is able to use in practice the guidelines of the positional, resource and relational approach to building a company's competitive advantage. | ZARZ2A_U10 |
| U03 | can make strategic decisions | ZARZ2A_U15 |
| | In terms of SOCIAL COMPETENCES: | |
| K01 | is involved in social projects explaining their economic aspect. | ZARZ2A_K04 |

Ways of verifying the achievement of the learning outcomes in question

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