

**DESCRIPTION OF THE COURSE OF STUDY  
FOR EXCHANGE STUDENTS**

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

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

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

**2. GENERAL CHARACTERISTICS OF THE COURSE OF STUDY**

<b>2.1. Language</b>	English, Polish
<b>2.2. Prerequisites</b>	-

**3. DETAILED CHARACTERISTICS OF THE COURSE OF STUDY**

<b>3.1. Form of classes</b>	Lecture, practical classes, e-learning	
<b>3.2. Place of classes</b>	Lecture and practical classes at University, e-learning – educational platform	
<b>3.3. Form of assessment</b>	Lecture: exam, practical classes: graded credit, e-learning - approval	
<b>3.4. Didactic methods</b>	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..	
<b>3.5. Literature</b>	<b>Basic</b>	1. Stabryła A., Zarządzanie strategiczne w teorii i praktyce firmy, PWN, Warszawa 2021. 2. Pięścioneck Z., Zarządzanie strategiczne w przedsiębiorstwie, PWN, Warszawa 2015.
	<b>Additional</b>	1. Dess G., McNamara G., Eisner A., Lee S.H., Strategic Management: Creating Competitive Advantages, McGraw-Hill Education, New York 2020. 2. Obłój K., Strategia organizacji, PWE, Warszawa 2014. 3. Gierszewska G., Romanowska M., Analiza strategiczna przedsiębiorstwa, PWE, Warszawa 2017.

**4. OBJECTIVES, SYLLABUS CONTENT**

<p><b>4.1. Subject objectives</b></p> <p><b>Lecture:</b></p> <p><b>C1. Knowledge:</b> Knowledge of the role and importance of strategic management in the company's operations.</p> <p><b>C2. Knowledge:</b> Understanding the essence and importance of tools used in effective enterprise management.</p> <p><b>C3. Skills:</b> Mastering the ability to use various strategies in economic practice.</p> <p><b>C4. Skills:</b> Ability to formulate and verify the company's strategy.</p> <p><b>C5. Social Competence:</b> Sensitization to the Social Consequences of Strategic Management Implications.</p> <p><b>Practical classes and e-learning:</b></p> <p><b>C1. Knowledge:</b> Understanding the essence of strategic analysis methods.</p> <p><b>C2. Knowledge:</b> Knowledge of research methods used in strategic management.</p> <p><b>C3. Skills:</b> Ability to use strategic analysis methods.</p> <p><b>C4. Social competence:</b> Sensitivity to the social consequences of the implications of strategic management.</p>
<p><b>4.2. Detailed syllabus</b></p> <p><b>Lecture:</b></p> <p>1. The concept of strategic management.</p> <p>2. Strategic management process.</p> <p>3. Meaning, elements and types of strategies.</p> <p>4. Strategy typology.</p> <p>5. The concept and essence of competitive advantage.</p> <p>6. Sources of competitive advantage in perspective:</p>

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#### 4. ECTS POINTS BALANCE - STUDENT WORKLOAD