

# Strategic Management - opis przedmiotu

| Informacje ogólne   |                                     |
|---------------------|-------------------------------------|
| Nazwa przedmiotu    | Strategic Management                |
| Kod przedmiotu      | 06.9-WM-ER-ZiIP-28_18               |
| Wydział             | <a href="#">Wydział Mechaniczny</a> |
| Kierunek            | WM - oferta ERASMUS                 |
| Profil              | -                                   |
| Rodzaj studiów      | Program Erasmus                     |
| Semestr rozpoczęcia | semestr zimowy 2019/2020            |

| Informacje o przedmiocie        |                                                                                                |
|---------------------------------|------------------------------------------------------------------------------------------------|
| Semestr                         | 1                                                                                              |
| Liczba punktów ECTS do zdobycia | 3                                                                                              |
| Typ przedmiotu                  | obowiązkowy                                                                                    |
| Język nauczania                 | angielski                                                                                      |
| Sylabus opracował               | <ul style="list-style-type: none"><li>prof. dr hab. inż. Justyna Patalas-Maliszewska</li></ul> |

| Formy zajęć |                                         |                                        |                                            |                                           |                     |
|-------------|-----------------------------------------|----------------------------------------|--------------------------------------------|-------------------------------------------|---------------------|
| Forma zajęć | Liczba godzin w semestrze (stacjonarne) | Liczba godzin w tygodniu (stacjonarne) | Liczba godzin w semestrze (niestacjonarne) | Liczba godzin w tygodniu (niestacjonarne) | Forma zaliczenia    |
| Wykład      | 15                                      | 1                                      | -                                          | -                                         | Zaliczenie na ocenę |
| Ćwiczenia   | 15                                      | 1                                      | -                                          | -                                         | Zaliczenie na ocenę |

## Cel przedmiotu

The main result of this course is to know the methods and tools of strategic analysis, requirements for formulation and implementation strategy, and the essence of enterprise development strategy.

## Wymagania wstępne

Marketing, Economics

## Zakres tematyczny

Course provides a comprehensive approach of strategic analysis and strategy formulation for the company. The concept, origin and development of strategic management, stages of strategic management, strategic planning methodology, selection of methods and tools of strategic analysis: analysis of the environment further and closer (benchmarking method, the method of Porter's five forces, PEST method), analysis of the potential of the company (product life cycle methods portfolio: McKinsey matrix, matrix Hofer'a, BCG matrix, SWOT analysis, strategic balance), analysis of SPACE. The company's competitive advantage: the key competencies, competition in the sector, the map of strategic groups, concept clusters, offering strategic alliances for the company. Strategic analysis of information sources: building and protection of strategic information system in the enterprise. The process of formulation and implementation of strategy.

Class:

- analysis of the environment further and closer (benchmarking method, the method of Porter's five forces, PEST method),
- analysis of the potential of the company (product life cycle methods portfolio: McKinsey matrix, matrix Hofer'a, BCG matrix, SWOT analysis, strategic balance),
- analysis of SPACE,
- company's competitive advantage: the key competencies, competition in the sector, the map of strategic groups, concept clusters, offering strategic alliances for the company

## Metody kształcenia

Lecture, classes.

## Efekty uczenia się i metody weryfikacji osiągnięcia efektów uczenia się

| Opis efektu                                                                                                                                                                                     | Symbole efektów | Metody weryfikacji                                                        | Forma zajęć                                               |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------|---------------------------------------------------------------------------|-----------------------------------------------------------|
| Student is aware of the importance and understanding of the effects of non-technical aspects and engineering activities, including responsibility for decisions - can argue strategic decisions |                 | <ul style="list-style-type: none"><li>kolokwium</li><li>projekt</li></ul> | <ul style="list-style-type: none"><li>Ćwiczenia</li></ul> |

| Opis efektu                                                                                                                                                                                                                                                               | Symbole efektów | Metody weryfikacji       | Forma zajęć |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------|--------------------------|-------------|
| Student has structured and theoretically knowledge in the field of strategic management, in particular: - The role of business strategy and its types, - Preparation of a strategic plan, - Methods of portfolio - An integrated strategic management process             |                 | • kolokwium              | • Wykład    |
| Student has structured knowledge in the field of management trends: company's competitive advantage: the key competencies, competition in the sector, the map of strategic groups, concept clusters, offering strategic alliances for the company.                        |                 | • kolokwium              | • Wykład    |
| He is able to define and to analyse the environment further and closer (benchmarking method, the method of Porter's five forces, PEST method).                                                                                                                            |                 | • kolokwium              | • Wykład    |
| He is able to obtain the information from literature, databases and other sources for the purpose of strategic analysis.                                                                                                                                                  |                 | • kolokwium<br>• projekt | • Ćwiczenia |
| Student is able to acquire, integrate, interpret, draw conclusions based on literature, databases and other modern means of communication, such as an analysis of competition by benchmarking.                                                                            |                 | • kolokwium<br>• projekt | • Ćwiczenia |
| Student is able to fluently communicate using a variety of techniques in the scientific community and in other communities, also in English or another foreign language considered as a language of international communication in Management and Production Engineering. |                 | • kolokwium<br>• projekt | • Ćwiczenia |
| Student is able to think entrepreneurial - to formulate a strategy for the company                                                                                                                                                                                        |                 | • kolokwium<br>• projekt | • Ćwiczenia |
| Student has structured knowledge in the field of knowledge management. He is able to define the strategy formulation stages, to interpret the results of strategic analysis.                                                                                              |                 | • kolokwium              | • Wykład    |

## Warunki zaliczenia

Lecture: grade

Evaluation of the results of the written test covering knowledge of the content of the subject.

Class: grade

Evaluation of the results of the written test.

## Literatura podstawowa

1. Drucker, P. (1994). 'The theory of the business'. Harvard Business Review, September–October
2. Hamel, G. and Prahalad, C. K. (1994). Competing for the Future. Boston, MA: Harvard Business Press

## Literatura uzupełniająca

## Uwagi

Zmodyfikowane przez prof. dr hab. inż. Justyna Patalas-Maliszewska (ostatnia modyfikacja: 09-05-2019 14:02)

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