

Strategic Management - opis przedmiotu

Informacje ogólne	
Nazwa przedmiotu	Strategic Management
Kod przedmiotu	06.9-WM-ER-ZiIP-28_18
Wydział	Wydział Mechaniczny
Kierunek	WM - oferta ERASMUS
Profil	-
Rodzaj studiów	Program Erasmus
Semestr rozpoczęcia	semestr zimowy 2020/2021

Informacje o przedmiocie	
Semestr	2
Liczba punktów ECTS do zdobycia	3
Typ przedmiotu	obowiązkowy
Język nauczania	angielski
Sylabus opracował	<ul style="list-style-type: none">prof. dr hab. inż. Justyna Patalas-Maliszewska

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 objective of the course is to provide knowledge on the methods and tools of strategic analysis and the importance of formulation and implementation the development strategy in a company.

Wymagania wstępne

Microeconomics, Management Essentials.

Zakres tematyczny

The course constitutes a comprehensive approach to the critical role of strategic analysis and to the formulation of development strategy for a company. The concept, origin and development of strategic management, stages of strategic management, strategic planning methodology, selection methods and tools of strategic analysis: analysis of a further and closer environment (Benchmarking method, Porter's 5 forces method, the PEST method), the analysis of the company's potentials (product life cycle, portfolio methods: McKinsey Matrix, Hofer's Matrix, BCG Matrix, SWOT analysis, strategic balance), the SPACE analysis. Competitive advantage of a company: core competencies, competition in a given sector, a map of strategic groups, the concept of clusters, offering of strategic alliances for the company. Sources of information for strategic analysis: formation and protection of strategic information system in a company. The process of formulation and implementation of development strategies.

The following issues are included in the curriculum of the class activities:

- the analysis of a further and closer environment: the Benchmarking method, Porter's 5 forces method, the PEST method)
- the analysis of the company's potentials (product life cycle, portfolio methods: McKinsey Matrix, Hofer's Matrix, BCG Matrix, SWOT analysis, strategic balance)
- SWOT analysis, SPACE analysis

Competitive advantage of a company: core competencies, competition in a given sector, a map of strategic groups, the concept of clusters, offering of strategic alliances for the company.

Metody kształcenia

Conventional lecture. Classes.

Efekty uczenia się i metody weryfikacji osiągnięcia efektów uczenia się

Opis efektu	Symbole efektów	Metody weryfikacji	Forma zajęć
The student has an orderly, theoretical knowledge of strategic management, in particular: - the rôle of business development strategies and their types, the drawing up of strategic plans, portfolio methods and the integrated process of strategic management and marketing		<ul style="list-style-type: none">kolokwium	<ul style="list-style-type: none">Wykład
The student is able to think and act both creatively and entrepreneurially.		<ul style="list-style-type: none">kolokwiumprojekt	

Opis efektu	Symbole efektów	Metody weryfikacji	Forma zajęć
Has an orderly, theoretical knowledge of decision support systems and knowledge management.		• kolokwium	• Wykład
The student has knowledge of development trends and new developments in management, information technology, manufacturing engineering.		• kolokwium	• Wykład
The student has sophisticated skills and uses different techniques, in order to communicate with scientific and other communities; this includes a certain facility in an internationally recognised foreign language(s), for Management and Production Engineering.		• kolokwium • projekt	
The student is able to obtain, integrate and interpret knowledge, draw conclusions and formulate opinions on the basis of catalogue entries issued by manufacturers of appliances, advertising material, information obtained from literature, databases and other modern means of communication, which relate to issues of mechanical engineering and management methods in this field.		• kolokwium • projekt	
The student is able to obtain information from literature, databases and other sources and is able to integrate, interpret and critically evaluate it, as well as draw conclusions, therefrom, both formulating it and sufficiently justify opinions on it.		• kolokwium • projekt	
The student understands the importance of the non-technical aspects and effects of engineering, including their impact on the environment; the student is aware of the responsibilities resulting from decisions taken in this regard.		• kolokwium • projekt	

Warunki zaliczenia

Lecture: graded credit

The rating is issued based on a written test covering the verification of the knowledge of the issues from the curriculum.

Class: graded credit

Assessment: 50%L, 50% Class.

The rating is determined based on the results of the test - evaluation of skills related to the performance of exercise tasks.

Literatura podstawowa

1. Jansson H., International Business Strategy in Complex Markets, 2nd edition, Linnaeus University, Sweden, 2020
2. J. Patalas-Maliszewska, Managing Knowledge Workers - Value Assessment, Methods, and Application tools, Springer Verlag, 2013
3. J.-C. Spender, Business Strategy: Managing Uncertainty, Opportunity, and Enterprise 1st Edition, Oxford University Press, 2014

Literatura uzupełniająca

1. W. Chan Kim, R. Mauborgne, Blue Ocean Strategy, Expanded Edition: How to Create Uncontested Market Space and Make the Competition, Harvard Business Review Press, 2015
2. G. Tovstiga, Strategy in Practice: A Practitioner's Guide to Strategic Thinking, 3rd Edition, Wiley, 2015
3. S. Cummings, D. Angwin, Strategy Builder: How to Create and Communicate More Effective Strategies, Wiley, 2015

Uwagi

Zmodyfikowane przez prof. dr hab. inż. Justyna Patalas-Maliszewska (ostatnia modyfikacja: 27-04-2020 10:27)

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