

Code.....

Course item: ...

1. INFORMATION ABOUT THE COURSE**A. Basic information**

Name of course	Strategic Management
Study level	<i>first degree</i>
Unit running the study programme	<i>Faculty of Management</i>
Study programme	<i>Management</i>
Speciality	
Name of teacher (s) and his academic degree	<i>Robert Karaszewski, professor</i>
Introductory courses	<i>Management, Marketing</i>
Prerequisites	<i>The course assumes that the student has taken an undergraduate basic management and marketing courses.</i>

B. Semester/week schedule of classes

Semester	Lectures	Classes	Laboratories	Project	Seminars	Field exercises	ECTS
fall, spring	15	15					5

2. EFFECTS OF EDUCATION (acc. to National Qualifications Framework)

Knowledge	<i>on successful completion of the course student is supposed to define managerial complex problems related to strategic management</i>
Skills	<i>on successful completion of the course student is supposed to apply multiple aspects including analytics, marketing, finance. Student will be familiar with strategic management's software utilized during classes.</i>
Competences	<i>on successful completion of the course student is supposed to exceed managerial problems which tend to happened in companies</i>

3. TEACHING METHODS

<i>multimedia lecture, discussion, method of cases, software, team work</i>

4. METHODS OF EXAMINATION

<i>colloquium, project, short paper, group presentation of selected topics</i>
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5. SCOPE

Lectures	<i>Students will learn about strategic management as a complex process that allow companies to concentrate their whole resources on splendid opportunities to increase their sales and achieve a sustainable growth. The course elaborates about strategic models as the fundamental keystone of marketing plans designed to fill market needs and reach marketing objectives. The lectures will overview various strategic types, e.g.: market dominance (Challenger, Leader, Nicher, Follower), growth strategies, porter generic strategies, innovation strategies and marketing warfare strategies.</i>
Classes	<i>Software utilized on classes for virtual company simulation of Strategic Management will enable students to recognize the fundamental assumptions underlying strategy formation. Students will gain experience with SWOT analysis to identify the opportunities and threats in the external environment. Student will analyze the internal environment of their organizations, analyze</i>

	<i>the long-term prospects and competitive strengths and weaknesses of a company's various businesses and examine the different multi-business strategies that companies pursue in order to maximize their value.</i>
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6. LITERATURE

Basic literature	<i>Thompson A.A., Strickland A.J., Gamble, J.E., 2010. Crafting and Executing Strategy McGraw-Hill/Irwin. Boston, MA.</i>
Supplementary literature	<i>Joyce, P., Woods, A., 2001. Strategic management: a fresh approach to developing skills, knowledge and creativity, Cogan Page. Sadler, P., James C.C., 2003. Strategic management, Cogan Page.</i>