

Course title: STRATEGIC MANAGEMENT

USOS Code: 12S2O-SMA

ECTS credit allocation (and other scores): 3

Semester: spring

Level of study: ISCED-7 - second-cycle programmes (EQF-7)

Branch of science: Social sciences

Language: English

Number of hours per semester: 30

Course coordinator/ Department and e-mail: dr Adam Wiśniewski adam.wisniewski@uwm.edu.pl

Type of classes: classes and lectures

Substantive content

CLASSES: Use of the case analysis method in strategic management. Elements of the strategic plan. Methods of macroenvironment analysis. Competitive environment methods. Assessment of potential and strategic position companies. Integrated methods of strategic analysis

LECTURES: Concepts and development of strategic management. Strategic management and its processes. characteristics of the strategy i its types. The main criteria for choosing a strategy. Historical background of strategic management. Competition strategies i cooperation. Diversification strategy. Global and local context of the strategy and its impact on management. Methods strategic analysis. Methods of analyzing the distant surroundings. Methods of analyzing the closer environment. Methods planning and strategic analysis. Portfolio methods. Strategic potential planning and analysis methods. Strategic analysis methods. Integrated methods. Characteristics and tasks of strategic planning. Strategic controlling. Implementation of the strategy.

Learning purpose: Use of the case analysis method in strategic management. Elements of the strategic plan. Methods of macroenvironment analysis. Methods of analyzing the competitive environment. Assessment of potential and strategic position of companies. Integrated methods of strategic analysis

On completion of the study programme the graduate will gain:

Knowledge: The student has basic knowledge of strategic management.

Skills: The student is able to properly select goals, measures and actions to specific examples of the functioning of enterprises

Social Competencies: The student, through independent work on the prepared working templates, can identify strategic conditions for the functioning of enterprises

Basic literature: Porter M.E., Competitive strategy, wyd. Free Press, 1980

Supplementary literature: 1) Krukowski K., Kulas-Klimaszewska I., Planowanie Strategiczne. Wybrane metody, wyd. APIS Olsztyn, 2002 ; 2) Wiśniewski A.K., Raczyńska M., Strategia a model biznesu , 2019.

The allocated number of ECTS points consists of: 3

Contact hours with an academic teacher: 1,36



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Student's independent work: 1,64