

Polish course name	<b>ZARZĄDZANIE STRATEGICZNE</b>
English course name	<b>STRATEGIC MANAGEMENT</b>
Course code	<b>WIP-MDL-D1-SM-03</b>
Field of study	<b>Materials design and logistics</b>
Level of qualification	<b>First degree</b>
Form of study	<b>Full-time</b>
Semester	<b>3</b>
Number of ECTS points	<b>4</b>
Ways of assessment	<b>Exam</b>

**Number of hours per semester**

<b>Lecture</b>	<b>Seminar</b>	<b>Classes</b>	<b>Laboratory</b>	<b>Project</b>
15		30		

**TEACHERS:**

Dr hab. inż. Rafał Prusak, prof. PCz.,

Dr inż. Marzena Ogórek,

Dr inż. Dominika Strycharska.

**COURSE OBJECTIVES:**

- › **C1** Providing students with knowledge about the processes of market segmentation and proper product positioning.
- › **C2** Acquainting students with the issues of effective enterprise management in changing environmental conditions.
- › **C3** Acquisition of practical skills by students in carrying out strategic analyzes of the company and its environment.

**PRELIMINARY REQUIREMENTS FOR KNOWLEDGE, SKILLS AND OTHER COMPETENCES:**

1. Knowledge of economics in terms of the concepts of the market and market economy, models of market competition and micro - and macroeconomic equilibrium.
2. Knowledge of commercial law in the field of commercial law companies as well as competition and consumer protection.

3. Knowledge in the field of marketing in the field of the marketing information system and the behavior of buyers.
4. Knowledge of finance and accounting in the field of financing and investment rules as well as foreign capital and its acquisition.
5. Ability to work independently and in a group.

## **COURSE CONTENT**

### **LECTURE**

- › **L1** The essence of the company's strategy - main trends and schools of strategic management, vision, mission, goals and tasks of strategic management.
- › **L2** Analysis of the competitive environment.
- › **L3** Strategies of enterprise development - levels of strategic management, criteria and types of strategies, basic strategies of enterprise competing.
- › **L4** Models of making a profit.
- › **L5** The impact of globalization processes on strategic management of enterprises.
- › **L6** Minimizing the risk of running a business as a result of the use of diversification and strategic alliances.
- › **L7** Positioning of products on the market and strategic use of available resources.
- › **L8, L9** Analysis of the macro-environment.
- › **L10, L11** Sectoral analysis.
- › **L12, L13** Analysis of the company's potential.
- › **L14, L15** Analysis of the strategic position.

### **CLASSES**

- › **C1, C2** Scoring the attractiveness of the sector.
- › **C3 - C8** Analysis of the bargaining power of the enterprise and the impact of the intensity of competition and substitution threat on the company's ability to conduct business.
- › **C9 - C12** Analysis of the state of the company's environment with the use of the scenario method.
- › **C13** Assessment of the market position of strategic business units using portfolio methods.

- › **C14 - C17** Analysis of the company's competition with the use of a map of strategic groups.
- › **C18** Analysis of the company's competitive potential with the use of the analysis of key success factors.
- › **C19 - C22** Monitoring the company's strategy with the use of a strategic scorecard.
- › **C23 - C26** Analysis of the company's strategic position using the SPACE method.
- › **C27 - C30** Using the SWOT analysis to assess the level of strategic management in the company.

### **BASIC REFERENCES**

1. Ciszewska - Mlinaric M., Obłój K., Wąsowska A.: Strategia korporacji, Wolters Kluwer, Warszawa 2015 r.
2. De Wit B., Meyer R.: Synteza strategii, PWE, Warszawa 2007 r.
3. Gierszewska G., Romanowska M.: Analiza strategiczna przedsiębiorstwa, wyd.4, PWE, Warszawa 2016 r.
4. Grant R. M.: Współczesna analiza strategii, Oficyna Wolters Kluwer Business, Warszawa 2011 r.
5. Kaplan R.S., Norton D. P.: Wdrażanie strategii dla osiągnięcia przewagi konkurencyjnej, Wydawnictwa Profesjonalne PWN, Warszawa 2010 r.
6. Obłój K.: Strategia organizacji. W poszukiwaniu trwałej przewagi konkurencyjnej, PWE, Warszawa 2007 r.
7. Porter M.: Pięć sił konkurencyjnych kształtujących strategię, Harvard Business Review Polska, Lipiec-Sierpień 2008 r.
8. Romanowska M.: Planowanie strategiczne w przedsiębiorstwie, Polskie Wydawnictwo Ekonomiczne, Warszawa 2004 r.
9. Stabryła A.: Zarządzanie strategiczne w teorii i praktyce firmy, PWN, Warszawa 2000 r.
10. Urbanowska-Sojkin, E.: Ryzyko w wyborach strategicznych w przedsiębiorstwach, PWE, Warszawa, 2013 r.

## **SUPPLEMENTARY REFERENCE MATERIALS**

1. Griffin R.W.: Podstawy zarządzania organizacjami, Wydawnictwo Naukowe PWN, Warszawa 2006 r.
2. Drucker P. F.: Zarządzanie w XXI wieku, Muza SA, Warszawa 2000 r.
3. Prusak R.: Kształtowanie struktury kapitału intelektualnego przedsiębiorstwa, Politechnika Częstochowska, Prace Naukowe Wydziału Inżynierii Procesowej, Materiałowej i Fizyki Stosowanej, Seria: Monografie Nr 34, Częstochowa 2013 r.

## **LEARNING OUTCOMES**

- › **EU1** The student has the knowledge that allows him to indicate the factors influencing the strategic potential of the enterprise and the level of intensity of the competitive struggle.
- › **EU2** The student is able to perform a basic analysis of the state of the company's environment and its impact on the possibilities of operation in a practical way.
- › **EU3** The student knows the methods and techniques used in strategic analysis and is able to match the appropriate technique to the assumed goal.

## **TEACHING TOOLS**

- › Multimedia presentations.
- › CUT e-learning platform (possible use).

## **WAYS OF ASSESSMENT (F – FORMATIVE, P – SUMMATIVE)**

- › **F1.** Assessment of knowledge in the field of basic concepts in the field of organization and business management.
- › **F2.** Assessment of self-preparation of exercises.
- › **P1.** Test.
- › **P2.** Exam.

## STUDENT WORKLOAD

Form of activity	Number of hours	ECTS
Contact hours with the teacher		
Lectures	15	0,6
Seminar		
Classes	30	1,2
Laboratory		
Project		
Test	2	0,08
Exam	2	0,08
Total contact hours	49	1,96
Student's own work		
Getting acquainted with the indicated literature	15	0,6
Preparation for seminar		
Preparation for classes	15	0,6
Preparation for lab		
Project preparation		
Consultation	4	0,16
Preparation for the test/exam	17	0,68
Total student's own work	51	2,04
<b>Total number of hours/ ECTS points for the course</b>	<b>100</b>	<b>4,0</b>

## ADDITIONAL INFORMATION

Timetable of classes	<a href="https://wip.pcz.pl/dla-studentow/plan-zajec/studia-stacjonarne">https://wip.pcz.pl/dla-studentow/plan-zajec/studia-stacjonarne</a>
Information about the consultation (time + place)	<a href="https://wip.pcz.pl/dla-studentow/konsultacje-dla-studentow">https://wip.pcz.pl/dla-studentow/konsultacje-dla-studentow</a>

## MATRIX OF LEARNING OUTCOMES REALISATION

Learning outcome	Reference of given outcome to outcomes defined for whole program	Course objectives	Course content	Ways of assessment
EU 1	K_W07, K_U07, K_K02,	C1, C2, C3	L1 - L15 C1 - C30	F1, F2 P1, P2
EU 2	K_W07, K_U07, K_K02,	C1, C2, C3	L2, L7 - L15 C4 - C30	F1, F2 P1, P2
EU 3	K_W07, K_U07, K_K02,	C1, C2, C3	L2, L7 - L15 C4 - C30	F1, F2 P1, P2

### FORM OF ASSESSMENT - DETAILS

**EU1** The student has the knowledge enabling him to indicate the factors influencing the strategic potential of the enterprise and affecting the level of intensity of the competitive struggle.

- › 2,0 The student does not have the knowledge enabling him to indicate the factors influencing the strategic potential of the enterprise and the level of intensity of the competitive struggle.
- › 3,0 The student has the knowledge enabling him to indicate the factors influencing the strategic potential of the enterprise and sufficiently influencing the level of intensity of the competitive struggle.
- › 3,5 The student has the knowledge enabling him to indicate the factors influencing the strategic potential of the enterprise and influencing the intensity of the competitive struggle to a satisfactory plus degree.
- › 4,0 The student has the knowledge enabling him to indicate the factors influencing the strategic potential of the enterprise and influencing the level of intensity of the competitive struggle to a good degree.

- › 4,5 The student has the knowledge enabling him to indicate the factors influencing the strategic potential of the enterprise and influencing the level of intensity of the competitive struggle to a good plus degree.
- › 5,0 The student has the knowledge enabling him to indicate the factors influencing the strategic potential of the enterprise and influencing the level of intensity of the competitive struggle to a very good degree.

**EU2** The student is able to perform a basic analysis of the state of the company's environment and its impact on the possibilities of operation in a practical way.

- › 2,0 The student is not able to perform a basic analysis of the state of the company's environment and its impact on the possibilities of operation.
- › 3,0 The student is able to perform a basic analysis of the state of the company's environment and its impact on the possibilities of operation to a satisfactory degree.
- › 3,5 The student is able to perform a basic analysis of the state of the company's environment and its impact on the possibilities of operation to a satisfactory plus degree.
- › 4,0 The student is able to carry out a practical basic analysis of the state of the company's environment and its impact on the possibilities of operation to a good degree.
- › 4,5 The student is able to carry out a practical basic analysis of the state of the company's environment and its impact on the possibilities of operation to a good plus degree.
- › 5,0 The student is able to perform a basic analysis of the state of the company's environment and its impact on the possibilities of operation to a very good degree.

**EU 3** The student knows the methods and techniques used in strategic analysis and is able to match the appropriate technique to the assumed goal.

- › 2,0 The student does not know the methods and techniques used in strategic analysis and is not able to match the appropriate technique to the assumed goal.
- › 3,0 The student knows the methods and techniques used in strategic analysis and is able to adjust the appropriate technique to the assumed goal sufficiently.

- › 3,5 The student knows the methods and techniques used in strategic analysis and is able to match the appropriate technique to the assumed goal to a satisfactory plus degree.
- › 4,0 The student knows the methods and techniques used in strategic analysis and is able to match the appropriate technique to the assumed goal to a good degree.
- › 4,5 The student knows the methods and techniques used in strategic analysis and is able to match the appropriate technique to the assumed goal to a good plus degree.
- › 5,0 The student knows the methods and techniques used in strategic analysis and is able to match the appropriate technique to the assumed goal to a very good degree.