

Course name: Strategic Management

ECTS	6
Course status	Erasmus elective course
Course final assessment /evaluation of outcomes	exam
Prerequisite	English language skills at b2 level

Main field of study:

Educational profile	general academic
Code of studies and education level	bachelor/master
Semester of studies	summer
Language of instruction	English

Course offered by:

Name of faculty offering the course	Faculty of Agriculture and Economics
Name of department offering the course	Department of Management and Economics of Enterprises
Course coordinator	Barbara Kielbasa

Learning outcomes:

Symbol of outcome	Description of the learning outcome	Reference to main field of study outcomes	Area symbol*
KNOWLEDGE – student knows and understands:			
SMN_W1 SMN_W2 SMN_W3	- principles and concepts of strategic management, - the process of preparing strategic plans, - strategic analysis tools.	EK2_W03 EK2_W10 EK2_W16	SE
SKILLS – student is able to:			
SMN_U1 SMN_U2 SMN_U3	- formulate the vision and mission of a company, - correctly apply strategic analysis tools: e.g. SWOT, PESTEL, Porter's 5 Forces Model, - solve management problems using a variety of methods and tools to make appropriate strategic decisions.	EK2_U02 EK2_U03 EK2_U13 EK2_U14	SE
SOCIAL COMPETENCIES – student is ready to:			
SMN_K1 SMN_K2 SMN_K3	- continuously updating knowledge and seeking reliable information, - set short-, medium- and long-term objectives and strive to achieve them, - managing the organization in a sustainable manner.	EK2_K02 EK2_K08 EK2_K10	SE

Teaching contents

Lectures	26 hours
Topics	<ol style="list-style-type: none"> 1. Basic issues: definitions of strategic management, strategy. Process of development of strategic management as a scientific and practical concept, 2. Levels of strategic management on the example of corporations, 3. Phases of the strategic planning process, 4. Effective planner (manager) - principles of internal communication. Guidelines for managers, 5. Vision, mission and goals of an economic organization. Definitions, types of mission and vision, examples, 6. Sustainability strategy (3Ps concept) and objectives of an economic organization, 7. Building a sustainable strategy, the 'sustainable' manager. What is a 'Green Business'? 8. Internal analysis: core of internal analysis, competitive advantage - definitions, 9. Internal and external factor analysis tools: SWOT, PESTEL - Porter's 5 Forces Model. Porter's 5 Forces Model - basic assumptions and comparison, 10. SWOT analysis in selected companies. Advantages and disadvantages of SWOT analysis.

	<p>Use of SWOT analysis for strategy building, 11 Surrounding analyses: PEST(EL) analysis. Benefits and limitations in application - Basic assumptions, 12 Competitive environment - Porter's Five Forces model and its application. Advantages and disadvantages of the concepts, 13. Value chain analysis - Food chain and its components - Value chain management, Value Chain Management, 14. Strategy implementation. Stages of strategy implementation in an organization, 15. Leader-visionary. Leadership styles with corporate strategy management. Leader vs. Manager in the strategy planning and management process.</p>
Accomplished learning outcomes	SMN_W1, SMN_W2, SMN_W3
Means of verification, rules and criteria of assessment	<p>Written exam (open-ended, descriptive questions covering issues from lectures, problem questions).</p> <p>Assessment criteria: Pass mark from 51% A prerequisite for taking the exam is obtaining a positive mark from the exercise part.</p> <p>Share of the lecture grade in the final grade: 50%</p>
Classes:	26 hours
Topics	<ol style="list-style-type: none"> 1. Planning, the role of plans in achieving organizational goals - individual work and presentation results of work, 2. Vision and mission of a company - developing a vision and mission for a selected company - team work, 3. Hierarchy of plans at different levels of organizational structure - team project and group discussion, 4. Case study: "When is the optimum time to find out what we want to achieve and what our business is?" Team work, 5. Benefits of having a sustainable business strategy. Assessing the impact of implementing a sustainable mission (3P Mission) on the internal and external environment - group work and discussion, 6. Strategic planning process. Suggestions for managers. Discussion, 7. Strategic competencies. Development of a list of companies with unique business strategies business strategies and their comparison, 8. SWOT analysis and its use for strategy development - work in pairs and presentation of results, 9. The 'Blue Ocean' strategy. Analysis of Kim's and Mauborgne's concepts and discussion, 10. Porter's Five Forces Analysis - case study. Team work, 11. Application of the Purdue University matrix to the analysis of the five forces in a competitive market. 12. analysis of external factors - application of the PESTEL model. Identification and assessment impact of global factors on selected businesses - group work, 13. Leadership roles. Identification of characteristics of an effective leader (leader, manager). Individual work 14. Summary presentations: students present selected topics in working groups or in pairs.
Accomplished learning outcomes	SMN_U1, SMN_U2, SMN_U3, SMN_K1, SMN_K2, SMN_K3
Means of verification, rules and criteria of assessment	<p>Class activity and assessment of social competences (in terms of individual and team behaviour),</p> <p>The quality of team (project) work carried out in class and the manner of their presentation.</p> <p>Assessment criteria:</p>

	Pass mark from 51%.
	Contribution of the exercise grade to the final grade: 50%.

References:

Basic	Lynch R. 2021. Strategic Management, 5th Edition. Sage Publication. Henry A. E. 2021. Understanding Strategic Management. Oxford University Press.
Supplementary	The Effective Change Manager. The Change Management Body of Knowledge. The Change Management Institute, Fontaine Press, 2022. Current and archival issues of 'Harvard Business Review Magazine', https://hbr.org/ Current and archive issues of "Time" magazine and "The Economist".

Structure of learning outcomes

Area of academic study: S	6 ECTS
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Structure of student activity

Contact hours	57	hrs.	2,3 ECTS**
Including:			
lectures	26	hrs.	
classes and seminars	26	hrs.	
consultations	3	hrs.	
participation in research		hrs.	
obligatory traineeships		hrs.	
participation in examination	2	hrs.	
e-learning		hrs.	ECTS**
student own work	93	hrs.	3,7 ECTS**

*Areas of academic study in the fields of: H- humanities; S - social studies; P – biological sciences; T – technological sciences; M- medical, sport and health sciences; R – Agricultural, forestry and veterinary sciences; A – the arts

** stated with an accuracy to 0.1 ECTS, where 1 ECTS = 25 - 30 hours of classes