

Course name:
Strategic Management

ECTS	6
Course status	<i>obligatory</i>
Course final assessment /evaluation of outcomes	<i>Exam</i>
Prerequisite	English language at B2 level

Main field of study:
Business Economics

Educational profile	General academic
Code of studies and education level	Masters
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	dr 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_W01	has in-depth knowledge of management principles and concepts, organizational structures of enterprises and managerial functions	EK2_W03	SE
SMN_W02	has extensive knowledge of the basic areas of economic research, research tools used and analysis	EK2_W10	SE
SMN_W03	knows the rules of creating, running and developing various forms of individual entrepreneurship, including those using knowledge of economics and related sciences	EK2_W16	SE
SKILLS – student is able to			
SMN_U01	can design the structure of the organization and prepare a concept for its operation	EK2_U02	SE
SMN_U02	knows how to properly analyse and evaluate the causes and course of economic and management processes, and formulate their own opinions about them	EK2_U03	SE
SMN_U03	is able to properly analyse the state, causes and course of economic processes and phenomena, pose research questions, seek answers to them, formulate their own opinions and assessments	EK2_U06	SE
SMN_U04	is able to use economic knowledge to critically analyse existing problems and to develop strategies to solve them	EK2_U13	SE
SMN_U05	is able to characterize the macroeconomic and market conditions of the functioning of food economy enterprises and interpret and evaluate their production and economic results	EK2_U14	SE
SMN_U06	prepares and proposes original projects for various entities and organizations	EK2_U15	SE

SOCIAL COMPETENCIES – student is ready to:			
SMN_K01	is aware of the constant changes in the economy and the consequent need for constant updating of knowledge and access to fast and reliable information	EK2_K02	SE
SMN_K02	defines priorities for solving a specific problem using various methods and criteria	EK2_K08	SE
SMN_K03	recognizes the complexity and interdependence of economic problems in the economy and the specifics of the profession of economist	EK2_K10	SE

Teaching contents

Lectures		39 hours
Topics	<ol style="list-style-type: none"> 1. Basic issues, Concepts and process of strategic management development, Strategic management levels (3 hours); 2. Phases of the business strategy development process, Fundamentals of strategic management in the organization, Strategic planning process (3 hours); 3. Target oriented company, Vision, company mission and goals, Types of mission and vision (3 hours); 4. Internal analysis, Core of internal analysis, Competitive advantage - definitions (3 hours); 5. Building a sustainable strategy, "Sustainable" management, What is "Green Business"? (3 hours); 6. Strategic synthesis: SWOT, PESTEL, Porter's 5 Forces Model - basic assumptions (3 hours); 7. SWOT analysis in selected enterprises; Advantages and disadvantages of SWOT analysis, Using SWOT analysis to build strategies (3 hours); 8. Environment analysis: Michael Porter's PESTEL analysis, Benefits and limitations in application, Basic assumptions (3 hours); 9. Competitive environment, Porter's Five Forces Model, Industrial Approach (3 hours); 10. Business strategies, situational approach in planning, Hall model; Miles-Snow strategy (3 hours); 11. Value chain analysis, Food chain and its elements, Value chain management (3 hours); 12. Strategy implementation, Basics and conditions of strategy implementation in the organization, Stages of strategy implementation in the organization (3 hours); 13. Control system in strategic management, Control stages, Control tools for implementing business strategy (3 hours). 	
Accomplished learning outcomes		SMN_W01, SMN_W02, SMN_W03
Means of verification, rules and criteria of assessment		Written exam covering issues discussed during lectures
Classes:		13 hours
Topics	<ol style="list-style-type: none"> 1. Vision and mission of the company - developing the vision and mission of own company. Individual work (1 hour); 2. Case study: "When is the optimal time to look for the answer to the question" What do we want to achieve" and "What is our business"? Teamwork (1 hour); 3. Benefits of having a sustainable business strategy. Assessment of the impact of implementing a balanced strategy on internal and external environment. Work in groups (1 hour); 4. Hierarchy of business plans - discussion and team work (1 hour); 5. Strategic planning process - suggestions for managers. Discussion (1 hour); 6. Strategic competences. Developing a list of companies with unique business strategies (1 hour); 7. Value Chain Analysis. Preparation of an essay based on literature (1 hour) 	

	8. SWOT analysis and its use to develop a strategy. Team project (1 hour); 9. The Blue Ocean strategy. Analysis of the concept of Kim and Mauborgne. Discussion (1 hour); 10. Porter's Five Forces Analysis - case study. Teamwork (1 hour); 11. External analysis - PESTEL model. Searching for global factors - teamwork (1 hour); 12. Leadership roles. Describing the characteristics of an effective leader. Individual work (1 hour); 13. Summary presentations: selected topics in working teams (1 hour).
Accomplished learning outcomes	SMN_U01, SMN_U02, SMN_U03, SMN_U04, SMN_U05, SMN_U06, SMN_K01 SMN_K02, SMN_K03
Means of verification, rules and criteria of assessment	Assessment of the quality of teamwork and homework, assessment of the presentation on a given topic.

References:

Basic	1. Porter, M.E. 1985. Competitive Advantage, Free Press, New York. 2. Schein, E. 1985. Organizational Culture and Leadership, San Francisco, Jossey-Bass 3. Hill G., Jones C.H. 2010. Theory of strategic management with cases. South Western Cengage Learning. 299 s. ISBN 9780538754415
Supplementary	1. Sutherland J., Canwell D. 2004. Key Concepts in Strategic Management. Palgrave. 294 pp. ISBN 1403921350. 2. Andersen T. J. Short Introduction to Strategic Management. 2013. Cambridge University Press. 311 pp. ISBN 9781107671355. 3. Anthony H. 2011. Understanding Strategic Management. OUP Oxford. 472 pp.

Structure of learning outcomes

Area of academic study: R – Agricultural, forestry and veterinary sciences	6 ECTS **
Area of academic study: T – technological sciences	ECTS**

Structure of student activity

Contact hours	80	hrs.	3,2	ECTS**
Including:				
lectures	39	hrs.		
classes and seminars	13	hrs.		
consultations	23	hrs.		
participation in research	0	hrs.		
obligatory traineeships	0	hrs.		
participation in examination	5	hrs.		
e-learning	0	hrs.	ECTS**
student own work	70	hrs.	2,8	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