



DESCRIPTION OF THE OBJECT

FIELD OF STUDY	Management
SPECIALISATION	Trade and services
MODE OF STUDY	Full-time studies / Part-time studies
SEMESTER	3

Name of the subject	Strategy analysis
Hourly dimension of particular forms of classes	Full-time studies – 30 Part-time studies - 18
	• lectures Full-time studies – 10 Part-time studies – 8
	• other forms Full-time studies – 20 Part-time studies – 10

Learning objectives:	<ul style="list-style-type: none"> – deepening students' knowledge of strategic planning and management, – shaping skills of strategic thinking, identification of problems, conducting strategic analyses (e.g. SWOT, TOWS, PEST formulation of objectives, their quantification), effective construction of programmes and projects on this basis, managing them, acquiring external sources of power, – presentation and evaluation of experiences and advancement of strategic planning in Poland so far – presenting the benefits of having a strategy
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Learning outcomes for the subject			
Number	Learning outcomes, a student who has successfully completed the course will be able to:	Reference of learning outcomes for the programme	The reference to the learning outcomes for the area
EK_W01	present basic issues in strategic planning and management,	K_W02	P6S_WG
EK_W02	identify basic phases and stages of creating strategy and its implementation,	K_W07	P6S_WG
EK_U03	act and think strategically, identify problems, conduct strategic analyses (e.g. SWOT, TOWS, PEST formulate objectives, their quantification),	K_U03 K_U04	P6S_UW
EK_U04	effectively construct programmes and projects in the field of strategic management,	K_U01 K_U03	P6S_UW
EK_K05	can use knowledge concerning strategic management in a company.	K_K02 K_K09	P6S_KO

Content number	Educational/ curricular content	Reference to learning
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		outcomes for the subject
	Lectures/Exercises	
T_01	The essence, basic phases and stages of strategy development and implementation.	K_W02 K_W07 K_U02
T_02	Types of strategies and their variants.	K_W02 K_W07 K_U03
T_03	Main challenges faced by Polish enterprises and regional communities in the conditions of functioning in the structures of integrated Europe and transition to information civilisation and creative economy (innovativeness, competitiveness formation, quality and effectiveness as its main dimensions, increasing the absorption capacity to use external sources of supply, including EU financial transfers).	K_W05 K_W07 K_W13
T_04	Drivers and barriers to the development of commercial enterprises, their strengths and weaknesses and external opportunities and threats.	K_W10 K_U03
T_05	Macro- and micro-economic environment of companies, different classifications, elements (competition, suppliers, customers, relations with wholesalers), types of environment analysis.	K_W10 K_U08
T_06	The place of enterprises in EU strategic documents and in central and regional development strategies.	K_W17
T_07	Strategic experience of Polish enterprises to date, benefits of developing a strategy.	K_W17 K_K04 K_K09
T_08	The most common strategic mistakes and pitfalls and how to overcome them.	K_W14 K_K04 K_K09

Methods and forms of teaching	Educational and curricular content
Lecture with multimedia presentation of selected issues	
Conversation lecture	T_01 – T_08
Problem-based lecture	
Informative lecture	
Discussion	
Working with text	
Case study method	T_07
Problem-based learning	T_08
Didactic/simulation game	
Exercise method	T_01, T_03 – T_06
Workshop method	
Project method	
Multimedia presentation	T_02
Audio and/or video demonstrations	

Activation methods (e.g. brainstorming, SWOT analysis technique, decision tree technique, „snowball” method, constructing „mind maps”)	
Other (which ones?) - ...	
...	

Evaluation criteria in relation to particular learning outcomes				
Learning outcome	For assessment 2	For assessment 3	For assessment 4	For assessment 5
EK_W01	The student is unable to present basic issues of strategic planning and management,	The student is able to present basic issues in strategic planning and management,	The student is not only able to present basic issues of strategic planning and management, but also to show the benefits of having a strategy	The student is not only able to present basic issues of strategic planning and management, but also to present their structure and relations between them
EK_W02	The student is not able to determine the basic phases and stages of creating a strategy and its implementation,	The student is able to identify the basic phases and stages of creating a strategy and its implementation,	The student is not only able to determine the basic phases and stages of creating a strategy and its implementation, but also to show the benefits of having a strategy	The student is not only able to identify the basic phases and stages of strategy development and implementation, but also to support the preparation of proposals for action
EK_U03	The student is not able to think strategically, identify problems, conduct strategic analysis (e.g. SWOT, TOWS, PEST formulate objectives, their quantification),	The student is able to think strategically, identify problems, conduct strategic analysis (e.g. SWOT, TOWS, PEST formulate objectives, their quantification),	The student is not only able to think strategically, identify problems, conduct strategic analysis (e.g. SWOT, TOWS, PEST formulate objectives, their quantification), but also to show the benefits of strategy analysis	The student is not only able to think strategically, identify problems, conduct strategic analyses (e.g. SWOT, TOWS, PEST formulate objectives, their quantification), but also to present their structure and relations between them
EK_U04	The student is not able to construct programmes and Projects in strategic management,	The student is able to construct programmes and Projects in strategic management,	The student is not only able to construct programmes and projects in strategic management, but also to show the benefits of having a strategy	The student is not only able to construct strategic management programmes and projects, but also to support the preparation of proposals for action
EK_K05	The student is not able to use the knowledge concerning strategic management in an enterprise.	The student is able to use knowledge concerning strategic management in an enterprise.	The student is not only able to use knowledge concerning strategic management in the enterprise, but also to show the advantages of having a strategy	The student is not only able to use knowledge concerning strategic management in enterprise, but also to determine its legal basis and forms of activity

Verification of learning outcomes	EK symbols for the module/subject				
	W01	W02	U03	U04	K05
Written examination					
Oral examination					
Written credit					
Oral credit	X	X	X	X	X
Written colloquium					
Oral colloquium	X	X	X	X	X
Test					
Project					
Written work					
Report					

Multimedia presentation	X	X	X	X	X
Work during exercise	X	X	X	X	X
Other (which?) -					

Hourly teaching load and student workload	Full-time studies	Part-time studies
1. Lectures (joint participation of academics and students)	10	8
2. Other forms (joint participation of academic staff and students)	20	10
3. Consultation with the teacher	-	-
Total 1+2+3	30	18
4. Internships (carried out by students on their own)	—	—
5. Student's own work (including homework and project work, preparation for a credit/exam)	20	32
Total 4+5	20	32
SUMMARY 1+2+3+4+5	50	50
Total ECTS credits according to the study plan	2	

Reference literature	<ol style="list-style-type: none"> 1. Gierszewska G., Zarządzanie strategiczne, WSPiZ im. Leona Koźmińskiego, Warszawa 2000 2. Penc J., Zarządzanie dla przyszłości. Twórcze kierowanie firmą, Wydawnictwo Profesjonalnej Szkoły Biznesu, Kraków 1998, 3. M.E. Porter, Przewaga konkurencyjna. Osiągnięcie i utrzymywanie lepszych wyników, Wydawnictwo Helion, Gliwice 2006
Complementary literature	<ol style="list-style-type: none"> 1. Współczesne metody zarządzania strategicznego przedsiębiorstwem, red. E. Urbanowska-Sojkin i P. Banaszyk, Zeszyty Naukowe AE w Poznaniu nr 43, Poznań 2004 2. Penc J., Innowacje i zmiany w firmie, Wydawnictwo: PLACET, Warszawa 2007