Wyższa Szkoła Handlu i Usług

W POZNANIU

DESCRIPTION OF THE SUBJECT

FIELD OF STUDY	Management
SPECIALISATION	All
MODE OF STUDY	Full-time / Part-time
SEMESTER	3

Name of the subject	Strategic management of human resources	MO_1_11
Hourly dimension of particular forms of classes	Full-time studies – 45 Part-time studies – 45	
• lectures	Full-time studies – 10 Part-time studies – 10	
• other forms	Full-time studies – 35 Part-time studies – 35	

Learning objectives:	− to present issues related to strategic human resources management, − to acquaint students with tools of strategic human resources management − to present a practical approach to formulating options and selecting strategic options − to present the process of designing and implementing a personnel strategy.

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	list and describe methods of strategic analysis and strategic planning	K_W05	P7S_WG
EK_W02	has knowledge of the links between strategic management concepts and processes affecting organisational performance	K_W11	P7S_WK
EK_U03	apply theoretical knowledge of strategic management to practical action within the framework of assigned tasks	K_U04	P7S_UW
EK_U04	perceives and can relate strategic management issues to other fields of management	K_U01	P7S_UW
EK_K05	think and act in accordance with the principles of strategic management, realise the role of strategy in the functioning of an organisation	K_K01	P7S_KK
EK_K06	respects the social consequences of strategic choices and the need for managers to behave ethically when making them	K_K06	P7S_KR

Content number	Educational/ curricular content	Reference to learning outcomes for the subject
	Lectures	
T_01	Essence of strategy and strategic management	EK_W01
T_02	Schools and streams of strategic management.	EK_W02 EK_U03
T_03	Levels and types of classical strategies.	EK_W01 EK_U04
T_04	Global and local dimensions of the strategy.	EK_W02 EK_U04 EK_K05
T_05	The organisation's vision, mission and strategic objectives.	EK_W01
T_06	Methods of strategic analysis of the distant and close environment and close environment of the organisation.	EK_W01 EK_U03 EK_K05
T_07	Strategic planning methods.	EK_W02 EK_U03
T_08	Implementation of the strategy.	EK_U03 EK_K05
T_09	Strategy versus structure and strategy versus organisation culture.	EK_W02 EK_U03 EK_U04
	Exercises	
T_10	Strategic Controlling.	EK_W02 EK_U03 EK_U04
T_11	Strategic management characteristic of the resource stream	EK_W02 EK_U03 EK_U04 EK_K05
T_12	The learning organisation.	EK_U04 EK_K05 EK_K06
T_13	Cooperative and value-added strategies.	EK_W02 EK_U04 EK_K05
T_14	Business models (security).	EK_W02 EK_K05
T_15	Strategic management in an increasingly turbulent environment.	EK_W02 EK_K05

Methods and forms of teaching	Educational and curricular content
Lecture with Multimedia presentation of selected issues	T_02, T_06, T_07
Conversation lecture	T_04, T_05, T_09
Problem-based lecture	
Informative lecture	T_01, T_03, T_08
Discussion	T_12, T_15
Work with text	
Case study method	
Problem-based learning	
Didactic/simulation game	

Exercise method	T_10, T_11, T_13
Workshop method	
Project method	
Multimedia presentation	T_14
Audio and/or video demonstration	
Activating 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 the assessment 2	For the assessment 3	For the assessment 4	For the assessment 5
EK_W01	The student is unable to list and describe methods of strategic analysis and strategic planning.	The student is able to list and describe methods of strategic analysis and strategic planning to a limited extent.	The student is able to list and describe methods of strategic analysis and strategic planning.	The student is able to list and describe methods of strategic analysis and strategic planning very well.
EK_W02	The student has no knowledge of the relationship between strategic management concepts and processes affecting the functioning of an organisation.	The student has a fragmentary knowledge of the links between strategic management concepts and processes affecting the functioning of an organisation.	The student has knowledge of the relationship between strategic management concepts and processes affecting organisational performance.	The student has a comprehensive knowledge of the links between strategic management concepts and processes affecting organisational performance.
EK_U03	The student is unable to apply theoretical knowledge of strategic management to practical action within the framework of assigned tasks.	The student is able to sufficiently apply theoretical knowledge of strategic management to practical action within the framework of assigned tasks.	Students are able to apply theoretical knowledge of strategic management to practical action within the framework of assigned tasks.	The student is able to use theoretical knowledge in a comprehensive manner in the field of strategic management for practical action within the framework of assigned tasks.
EK_U04	The student does not perceive, and therefore cannot relate strategic management issues to other fields of management.	To a small extent, the student perceives and is able to relate issues related to strategic management to other fields in the field of management.	The student perceives and is able to relate strategic management issues to other fields of management.	The student perceives and is able to make excellent connections between strategic management issues and other areas of management.
EK_K05	The student is unable to think and act in accordance with the principles of strategic management.	The student is able to think and act in accordance with the principles of strategic management to a small extent, he/she is not fully aware of the role of strategy in the functioning of an organisation.	The student is able to think and act in accordance with the principles of strategic management, is aware of the role of strategy in the functioning of an organisation.	The student is able to think and act in accordance with the rules of strategic management, is aware of the role of strategy in the functioning of an organisation.
EK_K06	The student does not respect the social consequences of strategic choices and the need for ethical behaviour of managers	The student has little respect for the social consequences of strategic choices and the need for ethical behaviour by managers	The student respects the social consequences of strategic choices and the need for ethical behaviour of managers	The student fully respects the social consequences of strategic choices and the need for ethical behaviour of managers

	in the process of making them	in the process of making them	in the process of making them	in the process of making them

Verification of learning outcomes	EK symbols for the module/subject					
	W01	W02	U03	U04	K05	K06
Written test	X	X	X	X	X	X
Oral exam						
Written credit						
Oral credit						
Written colloquium	X	X	X	X	X	X
Oral colloquium						
Test						
Project						
Written work						
Report						
Multimedia presentation	X	X	X	X	X	X
Work during exercises			X	X	X	X
Other (which ones?) -						

Hourly teaching load and student workload	Full-time studies	Part-time studies
1. Lectures (joint participation of academics and students)	10	10
2. Other forms (joint participation of academic staff and students)	35	35
3. Consultation with the teacher	15	15
Total 1+2+3	**60**	**60**
4. Internships (carried out by students on their own)	—	—
5. Student's own work (including homework and project work, preparation for a credit/exam)	40	40
Total 4+5	**40**	**40**
SUMMARY 1+2+3+4+5	**100**	**100**
Total ECTS credits according to the study plan	**4**	

Reference literature	– Hamel G., Breen B., *Management jutra*, Harvard Business School Press, 2008. – Obłój K., *Strategia organizacji*, PWE, Warszawa 2007. – Pierścionek Z., *Strategie konkurencji i rozwoju przedsiębiorstwa*, PWN, W-wa 2003 – Rokita J., *Management strategiczne. Tworzenie i utrzymywanie przewagi konkurencyjnej*, PWE, Warszawa 2005 – Urbanowska-Sojkin E. (red.), 2011, Podstawy wyborów strategicznych w przedsiębiorstwie, PWE Warszawa – Urbanowska-Sojkin E., Banaszyk P., Witczak H., 2007, Management strategiczne przedsiębiorstwem, wydanie II, PWE, Warszawa
Complementary literature	– Griffin R. W., *Podstawy zarządzania organizacjami*, PWN, Warszawa 2009.

| | – Jedliński M., *Management operacyjne*, Wydawnictwo Naukowe Uniwersytetu Szczecińskiego, Szczecin 2001. |
| | – Stabryła A., *Management strategiczne w teorii i praktyce firmy*, Wydawnictwo Naukowe PWN, Warszawa-Kraków 2012. |