

COURSE DESCRIPTION**HIGHER VOCATIONAL STATE SCHOOL IN WLOCLAWEK****Course: Strategic Management**

Field of study:	Management						Course Code:
Unit supervising the course:	Department of Management						
Course orientation:	practical						
Language of instruction:	English						
Course type:	core subject						
Course status:	Elective						
Cycle: 1st	Year:			Semester:			
The number of teaching hours on the full-time programme:							
Total	lectures	classes	laboratory	projects	seminars	practicum	
30	30						
Learning outcomes:			Knowledge:				
			<ul style="list-style-type: none"> • Student identifies the relationship between economic entities and other social institutions within the national and international scope • Student knows the main strategic analysis methods which allow for obtaining and interpretation of information for the purpose of strategic management 				
			Skills:				
			<ul style="list-style-type: none"> • Student is capable of interpreting economic, social, legal and technological phenomena occurring in the course of running company operations as well as evaluating their influence on the company in question • Student is capable of using appropriate methods of strategic analysis for the purpose of anticipating the possible occurrences within the company's economic background as well as predicting the company's possible actions 				
			Social Competences:				
Full description of the course:			<ol style="list-style-type: none"> 1. General characteristics of strategic management: the foundations and levels of strategy, management phases 2. Contemporary economy- globalization, new competition horizons 3. Analiza otoczenia przedsiębiorstwa; Analysis of a company's economic background 4. Macro-analysis of a company- PEST analysis, Porter's diamond model 5. Sector analysis: competition model by M.E. Porter, point analysis of a sector, strategic grouping, key success factors 				

	6. Company assets' analysis; competitive potential of a company; 7. Foundations and sources of competitive advantages 8. Company strategy as dependent on assets and resources 9. Competition instruments employed in competitive practices 10. Evaluating the competitive potential of a company 11. Chain of value as the grounds for identifying the company's strong and weak points 12. SWOT analysis of company potential 13. Competition strategies 14. Building company competitive potential model		
Methods:	<u>Lecture:</u> 1. Multimedia presentation lecture <u>Classes:</u> 1. Groupwork- case studies (select topics) in writing and orally e-learning exercises- individual work and case studies		
The student's workload/ ECTS credits:	Type of Activity	Average number of hours	
		Lectures	Active Forms
	Contact Hours	30	
	Self-study		
	1. Preparation for classes	20	
	2. Preparation for tests	50	
	3. preparation for discussion	50	
	Total	150	
	ECTS credits for this type of activity		
	ECTS credits for the course	6	
The type and mode of obtaining the credit and marking criteria or requirements:	Written exam, preparation and presentation of a project Credit-obtaining criteria: 1. Written exam- 60 per cent correct answers required to pass 2. Preparation and presentation of a project based on creation and implementation of a company strategy		
Literature:	Prescribed reading: 1. J.B. Barney, W.S. Hesterly, Strategic Management and Competitive Advantage, Pearson Education 2008. 2. J.B. Barney, D.N. Clark, Resource-Based Theory. Creating and Sustaining Competitive Advantage, Oxford University Press, Oxford 2007. 3. Bob de Wit, Ron Meyer, Strategy Synthesis.		

Resolving Strategy. Paradoxes to Create Competitive Advantage. Thomson Learning, London 2005.

Recommended reading:

4. M.E. Porter, Competitive Advantage. Creating and Sustaining Superior Performance, The Free Press, London 1985.

5. J. B. Barney, Gaining and Sustaining Competitive Advantage, Addison-Wesley Publishing Company, Inc., New York 1997.

6. G. Hamel, C.K. Prahalad, Competing for the Future, Harvard Business School Press 1994.

7. S.M. Oster, Modern Competitive Analysis, second ed., Oxford University Press 1994.