

## SYLLABUS

**Name: Strategic management**

**Name in Polish: zarządzanie strategiczne**

**Name in English: strategic management**

### Information on course:

<b>Course offered by department:</b>	Faculty of Organisation and Management
<b>Course for department:</b>	Silesian University of Technology
<b>Study level and form:</b>	Master's degree, Full-time
<b>Term:</b>	winter semester 2019/2020
<b>Coordinator of course edition:</b>	dr hab. inż. Piotr Kordel, Prof. PŚ

### Default type of course examination report:

ZAL

### Language:

English

### Course homepage:

<https://platforma.polsl.pl/roz/>

### ECTS

3

### Short description:

The purpose of the course is to acquaint students with the basics of management, including methods of strategy analysis, formulation and implementation. The process is enriched with strategic case study analyses.

### Description:

The course includes the following concepts:

1. Strategic management introduction: basic categories;
2. The schools of strategic management;
3. Portfolio methods in strategic management;
4. Organization as value added process;
5. Strategic analysis of organization's macro and micro-environment;
7. Building the competitive advantage;
8. Different types of organizational development strategies;
9. Formulation of organization's strategy;
10. Implementation of organization's strategy;
11. Value management and strategic control;
12. Modern trends in strategic management.

### Bibliography:

#### Basic:

De Witt B., Meyer R.: Strategy: process, content, context, Thompson Business Press, the newest edition.

Rothaermel F.: Strategic Management: Concepts, Mc Grow Hill 2023

#### Additional:

Lynch R.: Strategic Management, Sage, The newest edition.

Fred D., Forest D.: Strategic Management: A Competitive Advantage Approach, Concepts and Cases, Global Edition, Pearson 2016.

Ghezzi D.: Strategic Networks and International Expansion, Wiley, 2023.

Davenport T.H., Leibold M., Voelpel S.: Strategic Management in the Innovation Economy, Wiley, 2016.

Lafley A., Martin R.: Playing to Win: How Strategy Really Works, HBR 2013.

### Learning outcomes:

Knowledge, knows and understands:

K2A\_W07 - selected issues in the field of advanced detailed knowledge regarding methods and tools of strategic analysis and project, finance, knowledge and innovation management;

K2A\_W11 - economic, legal, ethical and other conditions of professional activity related to the field of study: production management and engineering, including the principles of protection of industrial property and copyright;

K2A\_W12 - basic principles of creating and developing various forms of entrepreneurship.

Skills, can:

K2A\_U11 - apply methods and tools of strategic analysis, project management, finance, knowledge and innovation.

Competencies, is ready to:

K2A\_K04 - thinking and acting in an entrepreneurial way.

### Assessment methods and assessment criteria:

Assessment of skills and competences in the field of using analysis methods and formulating and implementing the organization's development strategy (exercises)

Assessment of knowledge in strategic management (test)

**Practical placement:**

Not applicable