

Course: Strategic management	ECTS Points: 6
Course Code:	
Language: English	
Course description: educational content – elective, optional course	
Lecturer: Dr Marek Kruk	
Semester: winter /summer	Number of hours: 30 Lecture: 30 Classes: 30
<u>Courses to be completed before enrollment to the course:</u>	
Basic course of Management	
<u>Substantive content</u>	
Lectures	Number of Hours
Strategic Management Inputs The External Environment: Opportunities, Threats, Industry Competition, and Competitor Analysis The Internal Organization: Resources, Capabilities, Core Competencies, and Competitive Advantages Vision and Mission	6
Strategy Formulation Business-Level Strategy: Cost Leadership Strategy, Differentiation Strategy, Focus Strategies Competitive Rivalry and Competitive Dynamics	8
Strategy Implementation Corporate Governance Organizational Structure and Controls Strategic Entrepreneurship	6
Strategic Management in Practice Case studies and students projects presentation	10
<u>Aim of the course:</u>	
The ultimate aim of the course is to develop students as future managers who will add value by 'strategically managing' the organisation's resources and capabilities. Students will be introduced to strategic management in both a conceptual and practical way. This will involve critical discussion and use of a range of cases, thus putting strategy into practice in relation to the functional areas of marketing, operations, finance and human resources.	
<u>Teaching methods:</u>	
Lecture with class discussion and students presentations, also case studies	
<u>Literature:</u>	
<ol style="list-style-type: none"> 1. Fred R. David, Forest R. David, <i>Strategic management concepts</i>, Pearson Education, Boston 2015 2. Anthony E. Henry, <i>Understanding strategic management</i>, Oxford University Press, Oxford, New York 2011 3. Michael A. Hitt, R. Duane Ireland, Robert E. Hoskisson, <i>Strategic Management. Competitiveness & Globalization</i>, South-Western Cengage Learning, Mason 2011 	
<u>Forms and conditions of credit:</u>	
Final group project	