

Course: <b>Basic strategic management</b>	ECTS Points: 5
Course Code:	
Language: English	
Course description: educational content – elective, optional course	
Lecturer: Dr Mariusz Citkowski	
Semester: <b>winter</b> /summer	Number of hours: 60 Lecture: 30 Classes: 30
<u>Courses to be completed before enrollment to the course:</u> Basic course of Management	
<u>Substantive content</u>	
<b>Lectures</b>	<b>Number of Hours</b>
Sources of strategic information, The nature and application of strategic analysis	4
Methods of analysis of the macro, among others: PEST analysis, scenario methods.	6
Methods of analysis of the competitive environment including: access to analysis by 5 competitive forces ME Porter, Point assessment of the attractiveness of the sector, map of strategic groups,.	6
Methods of analysis of internal potential of the organization, among others: balance of strategic enterprises, analysis of the key factors for success	6
Introduction to SWOT analysis. Strategic typologies	6
Summary	2
<b>Classes</b>	
Sources of strategic information - case studies	2
Scenario methods - case studies	6
Analysis by 5 competitive forces ME Porter - case studies	4
Point assessment of the attractiveness of the sector- case studies	4
Map of strategic groups - Case studies	4
Analysis of the key factors for success - case studies	4
SWOT analysis - case studies	6
<u>Aim of the course:</u> The aim of the course is the acquisition by the students theoretical knowledge and practical skills in the field of design strategy. They learn basic methods of strategic analysis useful in developing strategies.	
<u>Teaching methods:</u> Lecture with class discussion, presentations, Classes with case studies and tasks	
<u>Literature:</u> 1. <i>Strategic management concepts</i> , Fred R. David, Forest R. David Pearson Education, Boston 2015 2. Dess, Gregory G.: <i>Strategic management : text &amp; cases</i> . 8th ed. New York : McGraw-Hill Education, 2016. 3. <i>Competitive strategy : techniques for analyzing industries and competitors : with a new introduction</i> / Michael E. Porter, New York, 1998 4. <i>Essentials of strategic management</i> / J. David Hunger, Thomas L. Wheelen,., Boston 2011	
<u>Forms and conditions of credit:</u> Lectures: knowledge test Classes: total points of case study	