

Faculty of Computer Science and Management**SUBJECT CARD****Name in Polish Zarządzanie Strategiczne****Name in English Strategic Management****Main field of study (if applicable): Management****Specialization (if applicable): Business Information systems****Level and form of studies: 2nd level, full-time****Kind of subject: obligatory****Subject code ZMZ2204****Group of courses NO**

	Lecture	Classes	Laboratory	Project	Seminar
Number of hours of organized classes in University (ZZU)	15				15
Number of hours of total student workload (CNPS)	90				90
Form of crediting	crediting with grade				crediting with grade
For group of courses mark (X) final course					
Number of ECTS points	3				3
including number of ECTS points for practical (P) classes					3
including number of ECTS points for direct teacher-student contact (BK) classes	0,5				0,5

*delete as applicable

PREREQUISITES RELATING TO KNOWLEDGE, SKILLS AND OTHER COMPETENCES

1.

SUBJECT OBJECTIVES

C1 The course discusses in general the essentials of strategic elements. Other elements of the course are instruments and methods, which can be used for strategic analyse

C2 The students will cover the main idea of strategic management. They should obtain the ability to use methodology and concepts of strategy procedure.

SUBJECT EDUCATIONAL EFFECTS

Relating to knowledge:

PEK_W01 Students know the idea of strategic management

PEK_W02 Knowledge about variety of strategies

PEK_W03 Familiarity with instruments (concepts, methods, models) of estimation a strategy

Relating to skills:

PEK_U01 Student is able to seek and interpret knowledge of strategic management

Relating to social competences:

PEK_K01 Acquire a enthusiastic approach for business activity

Form of classes - lecture		Number of Hours
Lec 1	Genesis and definitions of a strategy	3
Lec 2	Mission statements - , definitions and functions	2

Lec 3	Strategic analyze - environment	2
Lec 4	Internal environment analyze	2
Lec 5	Strategic options at the strategic business units (SBU) level	2
Lec 6	Strategic choice models	2
Lec 7	Strategy implementation	2
	Total hours	15
Form of classes - seminar		Number of hours
Sem 1	Genesis of strategic management.	1
Sem 2	Models of strategy	2
Sem 3	Strategic management – main schools	2
Sem 4	Business concept – mission statement	2
Sem 5	Enterprise environment	2
Sem 6	Review of management concepts (strategic alliances, benchmarking, creativity and innovations)	3
Sem 7	Balanced score card	2
Sem 8	Strategy implementation	2
	Total hours	15
TEACHING TOOLS USED		
N1. Informational lecture N2. Multimedia presentations N3. Detailed lecture		

EVALUATION OF SUBJECT EDUCATIONAL EFFECTS ACHIEVEMENT

Evaluation (F – forming (during semester), P – concluding (at semester end))	Educational effect number	Way of evaluating educational effect achievement
F1	PEK_W01 PEK_W02 PEK_W03	Written test
F2P	PEK_U01 PEK_K01	Seminar performance
$P = 0,5F1 + 0,5F2$		
PRIMARY AND SECONDARY LITERATURE		
PRIMARY LITERATURE: [1] Świda A, Strategic Management, Wrocław University of Technology, Wrocław 2011 SECONDARY LITERATURE: [1] Porth S., J., Strategic Management – a cross-functional approach, Prentice Hall 2003		
SUBJECT SUPERVISOR (NAME AND SURNAME, E-MAIL ADDRESS)		
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MATRIX OF CORRELATION BETWEEN EDUCATIONAL EFFECTS FOR SUBJECT Strategic Management

AND EDUCATIONAL EFFECTS FOR MAIN FIELD OF STUDY **Management**
AND SPECIALIZATION **Business Information Systems**

Subject educational effect	Correlation between subject educational effect and educational effects defined for main field of study and specialization (if applicable)**	Subject objectives***	Programme content***	Teaching tool number***
Knowledge				
PEK_W01	K2_ZARZ_U03 K2_ZARZ_U09 K2_ZARZ_W03	C1, C2, C3	Wy1, Wy2, Wy3,.	N1, N2, N3
PEK_W02	K2_ZARZ_U09 K2_ZARZ_W03 K2_ZARZ_W05	C2, C3	Wy4, Wy5	N1, N2, N3
PEK_W03	K2_ZARZ_U04 K2_ZARZ_U08	C1, C3	Wy 4, Wy5, Wy6, Wy7	N1, N2, N3
Skills				
PEK_U01	K2_ZARZ_U03 K2_ZARZ_U06 K2_ZARZ_U18	C2, C3	Se1, Se2,, Se3, Se4, Se5, Se7, Se8	N1, N2, N3
Competences				
PEK_K01	K2_ZARZ_K02 K2_ZARZ_K06	C1, C2, C3	Wy1, Wy2, Wy3, Wy4, Se2, Se3, Se4, Se5, Se6, Se7, Se8	N1, N2, N3

** - enter symbols for main-field-of-study/specialization educational effects

*** - from table above