

**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)	<b>15</b>				<b>15</b>
Number of hours of total student workload (CNPS)	<b>90</b>				<b>90</b>
Form of crediting	<b>crediting with grade</b>				<b>crediting with grade</b>
For group of courses mark (X) final course					
Number of ECTS points	<b>3</b>				<b>3</b>
including number of ECTS points for practical (P) classes					<b>3</b>
including number of ECTS points for direct teacher-student contact (BK) classes	<b>0,5</b>				<b>0,5</b>

\*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

<b>Form of classes - lecture</b>		<b>Number of Hours</b>
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
<b>Form of classes - seminar</b>		<b>Number of hours</b>
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
<b>TEACHING TOOLS USED</b>		
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
$P = 0,5F1 + 0,5F2$		
<b>PRIMARY AND SECONDARY LITERATURE</b>		
<b>PRIMARY LITERATURE:</b> [1] Świda A, Strategic Management, Wrocław University of Technology, Wrocław 2011 <b>SECONDARY LITERATURE:</b> [1] Porth S., J., Strategic Management – a cross-functional approach, Prentice Hall 2003		
<b>SUBJECT SUPERVISOR (NAME AND SURNAME, E-MAIL ADDRESS)</b>		
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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***
<b>Knowledge</b>				
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
<b>Skills</b>				
PEK_U01	K2_ZARZ_U03 K2_ZARZ_U06 K2_ZARZ_U18	C2, C3	Se1, Se2,, Se3, Se4, Se5, Se7, Se8	N1, N2, N3
<b>Competences</b>				
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