



COURSE SPECIFICATION

Course code	full-time studies	Z-ZB-E-407
	part-time studies	-
Course title in English	Strategic management	
Course title in Polish	Zarządzanie strategiczne	
Valid from academic year	2025/2026	

PLACEMENT IN THE TEACHING PROGRAM

Programme of study	BUSINESS MANAGMENT
Level of education	1st degree
Studies profile	academic
Form and mode of study	full-time programme
Scope	all
Academic unit responsible for the course	Department of Management and Organization
Course coordinator	dr hab. Agnieszka Piotrowska-Piątek, prof. uczelni
Approved by	dr hab. inż. Dariusz Bojczuk, prof. uczelni

GENERAL CHARACTERISTIC OF THE COURSE

Teaching block	Directional subject	
Course status	Obligatory	
Language of instruction	English	
Semester of delivery	full-time studies	Semester IV
	part-time-studies	-
Prerequisites	Macroeconomics, Organization and management	
Exam (YES/NO)	YES	
ECTS	5	

Method of conducting classes		lecture	classes	laboratory	project	other
Number of hours per semester	full-time	30	15		15	
	part-time					



LEARNING OUTCOMES

Category	Outcome code	Course learning outcomes	Reference to the directional learning effect
Knowledge	W01	The student knows the evolution of the concept of strategic management.	ZB1_W01
	W02	The student knows and understands the processes and changes occurring in the environment of contemporary enterprises.	ZB1_W01 ZB1_W02 ZB1_W03
	W03	The student knows and understands the concepts of strategic analysis of enterprises.	ZB1_W07
	W04	The student understands the essence of market strategy and strategic planning.	ZB1_W07
Skills	U01	The student is able to search for information on various aspects of the functioning of enterprises/sectors, analyse it, interpret it and draw conclusions.	ZB1_U01 ZB1_U02
	U02	The student is able to apply individual methods in the field of strategic analysis of the macro-environment, micro-environment and enterprise.	ZB1_U01 ZB1_U02 ZB1_U03
	U03	The student is able to analyze collected data and, on their basis, forecast economic processes and phenomena in order to solve problems emerging in a changing environment.	ZB1_U01
Social competences	K01	The student is aware of the need to improve professional qualifications due to economic progress.	ZB1_K02
	K02	The student is able to work in a group within the framework of designated organizational roles, improving his/her organizational and managerial skills, while demonstrating respect for different positions.	ZB1_K01 ZB1_K03 ZB1_K07
	K03	The student is able to participate in the preparation of projects in the field of strategic management, taking into account various sources of information.	ZB1_K03

COURSE CONTENT

Method of conducting classes	Course content
lecture	The essence of strategy and strategic management. Schools and trends in strategic management. Strategic management in the growing turbulence of the environment. Levels and types of classical strategies. Global and local context of strategy. Vision, mission and strategic goals of the organization. Methods of analyzing the macro-environment, micro-environment and enterprise. Strategic planning methods. Strategy implementation. Strategy vs structure and strategy vs enterprise culture.
classes	Analysis the macro-environment using PEST analysis. Construction of variant scenarios of macro-environment development (optimistic, pessimistic, most probable scenarios). Creation of a point assessment of the attractiveness of the sector. Analysis of the strategic gap for the selected enterprise. Creation of a map of strategic groups. Design of the BCG matrix for the selected product portfolio of the enterprise. Analysis of the mission and vision of selected enterprises.
project	Preparation of a draft strategy for selected enterprise. The project should include: characteristics of the enterprise; analysis of the internal potential of selected enterprise; analysis of the macro-environment and micro-environment; projection of the development of the macro-environment using the scenario method; SWOT analysis; analysis of the enterprise's mission/vision; definition of strategic goals, actions to achieve them and measures to determine the degree of achievement of strategic goals.



METHODS FOR VERIFYING LEARNING OUTCOMES

Outcome code	Learning outcomes verification methods					
	Oral examination	Written examination	Test	Project	Report	Other
W01		X				
W02		X				
W03		X				
W04		X				
U01		X		X		
U02		X		X		
U03		X		X		
K01				X		
K02				X		
K03				X		

FORM AND CONDITIONS OF ASSESSMENT

Form of classes	Assessment type	Assessment Criteria
lecture	Examination	Obtaining at least 50% of possible points in the written test.
classes	Credit with grade	Active participation in classes, timely submission of partial tasks. The final grade will be calculated based on partial grades obtained from tasks performed independently/in a group as part of the exercises.
project	Credit with grade	Active participation in the work of the working group, timely submission of the final work and obtaining a minimum grade of sufficient for the project.



STUDENT WORKLOAD

ECTS Balance							
No.	Activity type	Student workload					Unit
		full-time					
		W	C	L	P	S	
1.	Scheduled contact hours	30	15		15		h
2.	Other (consultations, exams)	4	2		2		h
3.	Total number of contact hours	68					h
4.	Number of ECTS credits for contact hours	2,7					ECTS
5.	Number of hours of independent student work	57					h
6.	Number of ECTS points that a student obtains through independent work	2,3					ECTS
7.	Workload related to practical classes	63					h
8.	Number of ECTS credit points which a student receives for practical classes	2,5					ECTS
9.	Total number of hours of a student's work	125					
10.	ECTS credits for the course <i>1 1 ECTS credit =25 student learning hours</i>	5					ECTS

W - LECTURE C - CLASSES L - LABORATORY P - PROJECT S - SEMINAR

READING LIST

1. De Kluyver Cornelis A. (2015), *Strategic Management. An Executive Perspective*, Business Expert Press.
2. Freeman E. R. (2010), *Strategic Management*, Cambridge University Pr.
3. Fritzroy P., Hulbert J., O`shannassy T., (2016), *Strategic Management*, Taylor&Francis Ltd.