

COURSE DESCRIPTION CARD

Bialystok University of Technology Faculty of Engineering Management									
Field of study	Management							Degree level and programme type	first degree/ second degree
Specialization/ diploma path	-							Study profile	-
Course name	Strategic management							Course code	IS-FM-00070W
								Course type	elective
Forms and number of hours of educational activities	L	C	LC	P	SW	FW	S	Semester	winter
	15	15						No. of ECTS credits	6
Entry requirements	-								
Course objectives	Student knows the terms, methods and tools of strategic management, enterprises strategies. Student acquires skills in the use of strategic analysis and planning tools in the process of strategy formulation, is able to build and present a strategy adequate for the organization. Student can work in a team, applies the principles and ethical standards.								
Course content	<p>Lecture: general characteristics of the management process - the essence and features of strategic management; principles of strategic management; strategic management process and its models; trends in strategic management. The importance of the organization's environment in the strategic management process. Analysis of the company's environment - the structure of the macro-environment of the company; macro-environment analysis, sector analysis. Enterprise resource analysis. Vision and mission of the company. The essence and types of strategies. The process of building a strategy and the rules for its creation. External and internal conditions for the implementation of the strategy and their components. Implementing the strategy.</p> <p>Classes: Analysis of the macro-environment. Structural environment analysis. Analysis of the company's potential. Integrated methods. Vision, mission and company's goals. Strategy formulating.</p>								
Teaching methods	Lecture, classes, project								
Assessment method	Lecture – written test, classes – evaluation of the project								
Symbol of learning outcome	Learning outcomes							Reference to the learning outcomes for the field of study	
LO1	Student indicates the essence, features and principles of strategic management.							-	

L02	Student discusses the strategic management process, presents its elements and identifies the conditions for its implementation.	-
L03	Student describes the essence and types of strategies and their process, can propose strategies adequate to given conditions.	-
L04	Student indicates the essence of the company's vision and mission, presents their elements, and is able to elaborate on them.	-
L05	Student identifies and describes the conditions for the implementation of the strategy, is able to analyse their impact on the company using appropriate methods and tools, knows and applies ethical rules and standards, and is able to work in a team.	-
Symbol of learning outcome	Methods of assessing the learning outcome	Type of teaching activities (if more than one) during which the outcome is assessed
L01	exam, project	L, C
L02	exam, project	L, C
L03	exam, project	L, C
L04	exam, project	L, C
L05	exam, project	L, C
Student workload (in hours)		No. of hours
Calculation	Participation in lectures	15
	Participation in classes	15
	Preparation in classes	40
	Doing homework	40
	Participation in student-teacher consultation	5
	Preparation for pass the module	35
	TOTAL:	150
Quantitative indicators		HOURS
Student workload – activities that require direct teacher participation		35
Student workload – practical activities		115
Student workload – practical activities:		4,6
Basic references	1. J. B. Barney, W. S. Hesterly, Strategic management and competitive advantage: concepts, Harlow, Pearson Education 2020 2. T. L. Wheelen, J. D. Hunger, A. N. Hoffman, Ch. E. Bamford, Concepts in strategic management and business policy: globalization, innovation and sustainability, Harlow, Pearson Education 2018	

Supplementary references	1. A. Pietras, M. Szczepańczyk, Strategic planning in a small company, Lodz, Lodz University of Technology Press, 2016	
Organisational unit conducting the course	Department of Management, Economy and Finances	Date of issuing the programme
Author of the programme	Anna Tomaszuk, PhD	20.02.2022

L – lecture, C – classes, LC – laboratory classes, P – project, SW – specialization workshop, FW - field work, S – seminar