

## ITEM CARD

Attachment No. 1 into Regulation No 3/07/2020  
of 13 July 2020 *on the model card*  
*subject at the Higher School of Management*  
*in Warsaw*

I. GENERAL BASIC INFORMATION ABOUT THE SUBJECT (MODULE)										
<b>ITEM NAME</b>										
Business development strategies										
<b>Name of the organizational unit leading the course:</b>				Faculty of Management and Technical Sciences						
<b>Name of the field of study, level of education:</b>				Management I degree						
<b>Learning profile:</b>				General academic						
<b>Name of the specialty:</b>				-						
<b>Type of learning module:</b>				Module don choice						
<b>Year/Semester:</b>				Year 2 semester 2						
<b>Person coordinating the subject:</b>				Paweł Dąbrowski, PhD						
<b>Prerequisites (resulting from the succession of items):</b>				The student has a set of basic information about facts, principles, theories and practices in the field of fundamentals of management						
II. FORMS OF CLASSES AND NUMBER OF HOURS										
	Lecture	Exercise	Seminar	Laboratory	Workshop	Project	Seminar	Consultation	Exam/Passing	Total hours
Full-time studies	50									50
Part-time studies	15									15
III. METHODS OF TEACHING ACTIVITIES										
<b>Forms of classes</b>			<b>Didactic methods</b>							
Lecture			multimedia presentations, discussions, case studies							
Practiceda										
IV. OBJECTIVE LEARNING OUTCOMES IN RELATION TO LEARNING OUTCOMES FOR THE FIELD OF STUDY AND AREAS										
<b>Lp.</b>	<b>Description of the learning outcomes in question</b>								<b>Directional effect reference</b>	
<b>Knowledge:</b>										
1.	The student knows and understands in depth the processes of strategy management and uses them in the activities of the organization								ZO1_W07 P6S_WG	
2.	The student knows and understands in depth the methods of strategic analysis and the possibilities of the external environment affecting the functioning of the enterprise								ZO1_W10 P6S_WG	
3.	The student knows and understands in depth the issues in the field of development strategy and competition								ZO1_W11 P6S_WG	
4.	The student knows and understands in depth the most important concepts and theoretical models of development and competition strategies and their application in strategic management								ZO1_W13 P6S_WG	
<b>Abilities:</b>										
1.	The student is able to skillfully use the sources of knowledge related to the development of strategic analysis and business development strategy								ZO1_U01 P6S_UW	

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2.	The student is able to verify the development strategies of the organization in the long and short term	ZO1_U06 P6S_UW
3.	The student is able to choose appropriate analytical methods, design a strategy implementation plan and, and indicate key opportunities and threats for the company	ZO1_U10 P6S_UW
<b>Social competences:</b>		
1.	The student is ready to critically evaluate their knowledge in the field of development strategy	ZO1_K01 P6S_KK
2.	The student is ready to think and act in an entrepreneurial way	ZO1_K06 P6S_KO
3.	The student is ready to adapt and operate in new conditions, e.g. to work remotely	ZO1_K04 P6S_KO
<b>V. CURRICULAR CONTENT (LEARNING)</b>		
Lp.	Lecture:	Reference to the learning outcomes in question
1.	The essence of the company's development strategy. Definition of the strategy and its elements.	ZO1_W07 ZO1_W10 ZO1_W11 ZO1_W13 ZO1_U01 ZO1_U06 ZO1_U10 ZO1_K01 ZO1_K06 ZO1_K04
2.	Domain of action, strategic advantage, strategic goals, functional action programs.	
3.	Strategic behavior model .	
4.	Macro-environment, competitive environment, organization	
5.	Methods (tools) of strategic analysis of the environment and organization.	
6.	Analysis of the macro-environment	
7.	And the attractiveness of the sector	
8.	Portfolio methods.	
9.	Analiza strategic positions j.	
10.	Typology of the organization's strategy.	
11.	Enterprise development strategy.	
12.	Ansoff model.	
13.	Strategies for market development, product development, diversification.	
14.	Risk assessment of strategic options.	
15.	Porter's model of competition strategy.	
16.	Cost leadership, differentiation, niche focus.	
17.	The process of building a sustainable competitive advantage.	
18.	The role of resources in creating competitive advantages.	
19.	Obtaining sources of financing for the implementation of the company's development strategy	
20.	The role of the manager in building the company's strategy	
21.	International development strategies	
22.	Company development strategy and organizational culture	
23.	Business development strategies – case study	
Lp.	Exercises/workshops:	Reference to the learning outcomes in question
<b>VI. METHODS OF ASSESSMENT OF LEARNING OUTCOMES</b>		
Learning outcomes	Verification method	Form of classes in which EUS is verified (Learning outcome)

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Knowledge:				
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Abilities:				
ZO1_U01 ZO1_U06 ZO1_U10	Assessment of the ability to apply knowledge to solve problems		Lecture	
Social competences:				
ZO1_K01 ZO1_K06 ZO1_K04	Ability to conduct chat discussions and organize teamwork between lectures		Lecture	
VII. CRITERIA FOR ASSESSING ACHIEVED LEARNING OUTCOMES				
Learning outcomes	Unsatisfactory assessment The student does not know and does not understand/cannot/is not ready:	Grade range 3.0-3.5 The student knows and understands / can / is ready:	Grade range 4.0-4.5 The student knows and understands / can / is ready:	Very good rating The student knows and understands / can / is ready:
For each of the learning outcomes identified for the module in terms of knowledge, skills and competences	The student obtains less than 50% max. number of points	from 50 to 59% max. number of points per rating: 3	The student gets from 60 to 89% max. number of points per rating: 4	The student obtains more than 90% max. number of points
VIII. STUDENT'S WORKLOAD – NUMBER OF HOURS AND BALANCE OF ECTS CREDITS				
Type of activity ECTS	Student load			
	Studies Stationary	Part-time studies		
Participation in didactic activities (lectures, exercises, tutorials, project, laboratories, workshops, seminars) – SUM of hours – from point II	50	15		
Exam/Passing	1	1		
Participation in the consultation	1	1		
Project / Essay				
Independent preparation for didactic classes	28	43		
Preparing to pass a teaching class	20	40		
Total student workload (25h = 1 ECTS) TOTAL hours/ECTS	4ECTS/100 h	4ECTS/100 h		
Student load in classes in direct contact with the teacher	50	15		
Student load in practical classes				
Student load in practical vocational preparation classes				
Student load in research preparation classes	50	85		
IX. LITERATURE AND OTHER DIDACTIC MATERIALS				
Basic literature:				

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1. M. Romanowska, *Strategic planning in the enterprise*, PWE, Warsaw 2018
2. G. Gierszewska, M. Romanowska, *Strategic analysis of the company*, PWE, Warsaw 2017.
3. Agnieszka Zakrzewska-Bielawska, „STRATEGIES OF ENTERPRISE DEVELOPMENT, POLSKIE WYDAWNICTWO EKONOMICZNE 2022

### Supplementary literature:

1. R. Griffin, *Fundamentals of organization management*, PWN, Warsaw 2017.
2. A.K. Koźmiński, W. Piotrowski, [eds.]: *Management. Theory and practice*. PWN, Warsaw 2019.
3. R. P. Rumelt, *Good Strategy, Bad Strategy. What are the differences and what does it matter*, MT Biznes, Warsaw 2013.
4. I. Janiuk, *Strategic adaptation of Polish small and medium-sized enterprises to European competition*, Wydawnictwo Difin, Warsaw 2004.
5. *Company development strategies* / Zdzisław Pierścioneek. - Warsaw : Wydawnictwo Naukowe PWN, 2001.
6. K. Obłój, *Organization strategy. In search of a sustainable competitive advantage*, PWE, Warsaw 2007
7. J. Trout, *Trout on strategy*, PWE, Warsaw 2005.
- 8.

### Other teaching materials:

1. Multimedia presentations. Moodle. Teams.
2. Case reports of strategies discussed during classes.