

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)										
Item Name: Building and implementing effective strategies										
Name of the organizational unit leading the course:				Faculty of Management and Technical Sciences						
Name of the field of study, level of education:				Management I degree						
Learning profile:				General academic						
Name of the specialty:				Business Manager						
Type of learning module:				specialty						
Year/Semester:				Year 3, semester 6						
Person coordinating the subject:				Piotr Mikosik, PhD						
Prerequisites (resulting from the succession of items):				Basic management knowledge						
II. FORMS OF CLASSES AND NUMBER OF HOURS										
	Lecture	Exercise	Seminar	Laboratory	Workshop	Project	Seminar	Consultation	Exam/Passing	Total hours
Full-time studies	10	15								25
Part-time studies	10	15								25
III. METHODS OF TEACHING ACTIVITIES										
Forms of classes			Didactic methods							
Lecture			Multimedia presentations, discussions, brainstorming, case-study, problem methods, work with literature, exercises assuming hypothetical-deductive thinking of listeners							
Practical			Feeding methods, problem tasks, activating tasks, case studies							
Seminar										
IV. OBJECTIVE LEARNING OUTCOMES IN RELATION TO LEARNING OUTCOMES FOR THE FIELD OF STUDY AND AREAS										
Lp.	Description of the learning outcomes in question								Directional effect reference	
Knowledge:										
1	Knows and understands in depth the methods of strategic analysis of the company and the impact of the external environment on the functioning of the company								ZO1_W11 P6S_WG	
2	Knows and understands in depth the principles of creating development strategies and factors affecting the development and functioning of the company								ZO1_W12 P6S_WG	
Abilities:										
1	Is able to select appropriate analytical methods and tools as well as IT systems supporting the construction and implementation of strategies								ZO1_U09 P6S_UW	

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Social competences:		
1	He is ready to independently acquire and improve knowledge in the field of strategic management	ZO1_K01 P6S_KK
2	Is ready to think and act in an entrepreneurial manner within the framework of designated organizational and social roles	ZO1_K07 P6S_KO
V. CURRICULAR CONTENT (LEARNING)		
Lp.	Lecture:	Reference to the learning outcomes in question
1.	Introduction to the subject.	ZO1_W11 ZO1_W12 ZO1_U09 ZO1_K01 ZO1_K07
2.	Strategy development indicators	
3.	Phases and stages of strategy development.	
4.	Analysis of key strategic factors	
5.	Basic tools for working with strategies.	
6.	Methods of strategy development	
7.	Diagnosis of the company's strategy.	
8.	Methods of implementing the strategy	
9.	Financial and economic aspects of the strategy	
10.	Determining the strategic position of the company	
11.	Analysis of the strategic potential of the company	
12.	Examples of strategies of Polish enterprises	
Lp.	exercises:	Reference to the learning outcomes in question
1	Stages of building the company's strategy	ZO1_W11 ZO1_W12 ZO1_U09 ZO1_K01 ZO1_K07
2	Building and implementing strategies in a changing environment	
3	Strategy 5 Ps	
4	Types of strategies (due to the direction of change, market and product)	
5	Construction of a scenario for the development of the macro-environment of a selected company	
6	Strategic analysis of the competitive environment	
7	Assessment of the strategic position of the company	
8	Choosing the optimal strategy for the selected company	
9	Analysis and evaluation of the selected strategy in terms of financial feasibility of its implementation	
10	Strategies of Polish enterprises - case study	
VI. METHODS OF ASSESSMENT OF LEARNING OUTCOMES		
Learning outcomes	Verification method	Form of classes in which EUS (Learning Outcome) is verified

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Knowledge:				
ZO1_W11 ZO1_W12	Written paper, presentation, discussion activity, project			Lecture/ Tutorials
Abilities:				
ZO1_U09	Written paper, presentation, discussion activity, project			Lecture/ Tutorials
Social competences:				
ZO1_K01 ZO1_K07	Written paper, presentation, discussion activity, project			Lecture/ Tutorials
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 Knowledge, Skills and Competences module	The student obtains less than 50% max. the number of points for a given effect	The student gets from 50 to 59% max. the number of points for a given effect on a grade of 3 and The student gets from 60 to 69% max. the number of points for a given effect per grade 3.5	The student gets from 70 to 79% max. the number of points for a given effect per grade 4, and The student obtains from 80 to 89% max. the number of points for a given effect per rating 4.5	The student obtains more than 89% max. the number of points for a given effect
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	25	25		
Exam/Passing				
Participation in the consultation				
Project / Essay	10	10		
Independent preparation for didactic classes	10	10		
Preparing to pass a teaching class	5	5		
Total student workload (25h = 1 ECTS) TOTAL hours/ECTS	2 pts ECTS/ 50 h	2 pts ECTS/ 50 h		
Student load in classes in direct contact with the teacher	25	30		
Student load in practical classes	15	10		
Student load in practical vocational preparation classes				
Student load in research preparation classes	10	10		
IX. LITERATURE AND OTHER DIDACTIC MATERIALS				
Basic literature:				
1. R. Rumelt, Good Bad Strategy, Warsaw 2015,				
2. Wojciech Nasierowski, Formulation of the company's strategy Classics , Difin 2017				
Supplementary Literature:				

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1. K. Obłój, The material of effective strategies, Warsaw 2013
2. Tokarski S., Manager in the organization, Wyd. Difin, Warsaw 2006.
3. Lachiewicz S., Managers in the structures of managerial power, PWE, Warsaw 2007.
4. Rakowska A., Managerial competences of managerial staff in contemporary organizations, Wyd. UMCS, Lublin 2007.
5. Kubik K., Manager in the enterprise of the future, Organizer's House, Toruń 2005

Other teaching materials:

6. - Moodle, MS Teams