

## SUBJECT CARD

Attachment No. 1 to Regulation No 3/07/2020  
of 13 July 2020 *on the model subject card*  
*at the Warsaw Management University*

I. GENERAL BASIC INFORMATION ABOUT THE SUBJECT (MODULE)										
<b>SUBJECT NAME:</b> Strategic management										
<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, second cycle						
<b>Studying profile:</b>				General academic						
<b>Name of the specialisation:</b>				-						
<b>Type of learning module:</b>				Specialised						
<b>Year/Semester:</b>				Year I, semester 2						
<b>Person coordinating the subject:</b>				Prof. Stanislaw Marciniak						
<b>Prerequisites (resulting from the succession of subjects):</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	Practical classes	Seminar	Laboratory	Workshop	Project	Seminar	Consultation	Exam/Credit	Total hours
Full-time studies	30									30
Part-time studies	30									30
III. METHODS OF TEACHING ACTIVITIES										
<b>Forms of classes</b>			<b>Didactic methods</b>							
<b>Lecture</b>			Multimedia presentations, discussions, describing companies and their strategies – case studies							
<b>Practical classes</b>										
IV. OBJECTIVE LEARNING OUTCOMES IN RELATION TO LEARNING OUTCOMES FOR THE FIELD OF STUDY AND AREAS										
<b>No.</b>	<b>Description of the learning outcomes in question</b>								<b>Directional effect reference</b>	
<b>Knowledge:</b>										
1	The student knows and understands the most important theoretical models describing the strategies of enterprise development and their application in strategic management and the most important theoretical models of competition strategy, the essence of competitive advantages and their sources								ZO2_W07 P7S_UW	
2	The student knows and understands the methods of strategy implementation and process control at every stage of strategy formulation and implementation								ZO2_W10 P7S_UW	
<b>Abilities:</b>										
1.	The student is able to carry out a professional strategic analysis								ZO2_U02 P7S_UW	
2.	The student is able to build the most likely scenario and indicate key future opportunities and threats for the company in competitive conditions								ZO2_U07 P7S_UW P7S_UK	
<b>Social competences:</b>										

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1	The student is ready to take responsibility for the formulation and implementation of the company's strategy.	ZO2_K08 P7S_KO		
V. CURRICULAR CONTENT (LEARNING)				
No.	Lecture:	Reference to the learning outcomes in question		
1.	Definition and meaning of strategic management. Different approaches and schools of strategic management	ZO2_W07 ZO2_W10 ZO2_U02 ZO2_U07 ZO2_K08		
2.	Strategic management methodology, stages, levels and principles			
3.	Development strategies, mission and vision of the company. Strategy objectives.			
4.	Strategic management models			
5.	Stages and methods of strategic analysis. Analysis of the macro-environment, analysis of the attractiveness of the sector, analysis of the strategic potential of the company. Scenario methods.			
6.	Enterprise development strategy. Ansoff model. Industry diversification strategy. Ways to measure the degree and nature of diversification. Rationale and threats of diversification.			
7.	Internationalization strategy. Models of internationalization and its measurement. Premises and threats of internationalization strategy.			
8.	Vertical integration strategy. The concept of migration of values, benefits and risks associated with integration. Outsourcing and offshoring – the pitfalls of value chain virtualization.			
9.	Models of competition strategies. The process of building a sustainable competitive advantage. The role of resources in creating competitive advantages.			
10.	Ways of development – internal and external development. Strategic alliance and cooperation of enterprises in the network.			
11.	Strategy consistency. The process of implementing the strategy. Tools supporting the implementation of the strategy and the role of strategic control. Strategic audit of the company.			
No.	Practical classes/seminars:	Reference to the learning outcomes in question		
VI. METHODS OF ASSESSMENT OF LEARNING OUTCOMES				
Learning outcomes	Verification method	Form of classes in which EUS is verified (Learning outcome)		
Knowledge:				
ZO2_W07 ZO2_W10	Written single-choice test	lecture		
Abilities:				
ZO2_U02 ZO2_U07	Assessment of the ability to apply knowledge to solve problems	Lecture		
Social competences:				
ZO2_K08	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:

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For each of the learning outcomes identified for the knowledge, skills and competences module	The student obtains less than 50% of the max. number of points for a given effect	The student gets from 50 to 59% of the max. number of points for a given effect on a grade of 3 and  The student gets from 60 to 69% of the max. number of points for a given effect per grade 3.5	The student gets from 70 to 79% of the max. number of points for a given effect per grade 4, and  The student obtains from 80 to 89% of the max. number of points for a given effect per rating 4.5	The student obtains more than 89% of the max. 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			
	Full-time studies	Part-time studies		
Participation in didactic classes (lectures, practical classes, tutorials, project, laboratories, workshops, seminars) – SUM of hours – from point II	30	30		
Exam/Credit	1	1		
Participation in the consultations	1	1		
Project / Essay				
Independent preparation for didactic classes	8	8		
Preparing to pass a didactic class	10	10		
Total student workload (25h = 1 ECTS) TOTAL hours/ECTS	2ECTS/ 50h	2ECTS/50 h		
Student load in classes in direct contact with the teacher	30	30		
Student load in practical classes				
Student load in practical vocational preparation classes				
Student load in research preparation classes	20	20		
IX. LITERATURE AND OTHER DIDACTIC MATERIALS				
Basic literature:				
1. M. Romanowska, <i>Planowanie strategiczne w przedsiębiorstwie [Strategic planning in the enterprise]</i> , PWE Publ., Warsaw 2018				
2. G. Gierszewska, M. Romanowska, , <i>Analiza strategiczna przedsiębiorstwa [Strategic analysis of the company]</i> , PWE Publ., Warsaw 2017.				
Supplementary literature:				
1. K. Obłój, <i>Strategia organizacji. W poszukiwaniu trwałej przewagi konkurencyjnej [Organization strategy. In search of a sustainable competitive advantage]</i> , PWE Publ., Warsaw 2007,				
2. J. Trout, <i>Trout o strategii [Trout on strategy]</i> , PWE Publ., Warsaw 2005.				
3. R. P. Rumelt, <i>Dobra strategia, zła strategia. Czym się różnią i jakie to ma znaczenie [Good Strategy, Bad Strategy. What are the differences and what does it matter]</i> , MT Biznes Publ., Warsaw 2013.				
4. J.R.Wells, <i>Inteligencja strategiczna. Jak stworzyć mądrą firmę [Strategic Intelligence. How to create a wise company]</i> , Rebis Publishing House, Poznań 2014.				
Other teaching materials:				
1. Case studies developed by the lecturer				
2. Proprietary analytical tools in the field of strategic analysis and strategy diagnosis				
3. Develop case study instructions				
4. Multimedia presentations				
5. Strategy case studies				