

SUBJECT CARD

1. Basic information

Subject	Strategic Management
Faculty	Faculty of Law
Field of studies	International Relations
Specialization	international business
PRK level	6 PRK
Education level	first-cycle studies
Form of studies	full-time studies
Group of activities	—
Number of ECTS points	3
Type of subject	specialization
Total number of hours	30 h
Didactic cycle	2022/2023 winter
Academic semester	6
Academic year	3
Education profile	general academic
Year of implementation	2024/2025
Language of instruction	English
Teacher(s)	mgr Zbigniew Jędrzejewski

Semester, number of ECTS points, type of subject, number of hours

Semester	Lecture
6	30 godz. 3 ECTS

2. General objectives

C1	1. Understand the strategic decisions that organisations make and have an ability to engage in strategic planning. 2. Explain the basic concepts, principles and practices associated with strategy formulation and implementation. 3. Integrate and apply knowledge gained in basic courses to the formulation and implementation of strategy from holistic and multi-functional perspectives. 4. Analyze and evaluate critically real life company situations and develop creative solutions, using a strategic management perspective. 5. Conduct and present a credible business analysis in a team setting
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3. Introductory requirements

According to study course and faculty requirements

4. Learning outcomes

W1	Knowledge: Is able to define strategic characteristics of the market environments, classify them, will know strategic criteria for their assessment, methods of strategic analysis (both, external and internal). Will know basic approaches to crafting corporate strategies
U1	Skills: Will be able to correctly apply strategic analysis to a corporation and market environments, analyse product/service features and their position in the portfolio Will be able to craft a strategy suitable for corporation acting in a specific environment.
K1	Social competence: Will be able to correctly accommodate strategic knowledge in a broader business setting, find a communication platform with specialists from functional business areas Will successfully collaborate with people forming strategic teams

5. Course program

Lecture (30 h)

Code	Detailed description of the topic blocks (semester: 6)
Wyk1	Concept and structure of strategic management. Strategic and non-strategic
Wyk2	Internal analysis.
Wyk3	External analysis
Wyk4	SWOT and other analysis methods
Wyk5	Portfolio management. Models and applications
Wyk6	Competitive advantage theories
Wyk7	Financial analysis, ratios and criteria for strategy
Wyk8	Strategy implementation

6. Didactic methods

Lecture	
M11	Learning by doing
M16	Group work
M17	Multimedia presentation
M21	Use of distance learning tools

7. Student workload

Number of hours under supervision	Student workload
Lecture	30 h
Including e-learning:	0 h

Student's own work	
	45 h

Total workload	
Total number of hours for the course	75 h
Total number of ECTS points	3 ECTS

8. Conditions for course completion

Course completion criteria

Final test 100%

Lectures (Final exam / Final pass)	
Grade 5:	80% and more
Grade 4,5:	75 - 79%
Grade 4:	70 - 74%
Grade 3,5:	60 - 69%
Grade 3:	50 - 59%

9. Literature

Basic literature

- Colin White, Strategic Management, Macmillan, London.
Fred R. David, Strategic Management Concepts and Cases, Prentice Hall, New Jersey

Lecturer's publications

- Will be provided by instructor on ongoing basis

Additional aids

Video materials

10. Additional information for students

Temat: STRATEGIC MANAGEMENT

All lectures to be held on site at the University according to the planned schedule

11. Information about academic teachers

The person responsible for the card

mgr Zbigniew Jędrzejewski (e-mail: zjedrzejewski@uafm.edu.pl)

Teacher(s) conducting the subject

mgr Zbigniew Jędrzejewski (e-mail: zjedrzejewski@uafm.edu.pl)