

| Title<br>Strategic Management  |              |                  |                     |                     | Code:                |
|--|--------------|------------------|---------------------|---------------------|----------------------|
| ECTS points:<br>4  | Hours:<br>30 | Year:<br>2021/22 | Semester:<br>Winter | Status:<br>Elective | Language:<br>English |
| <p><b>Lecturer:</b> Emilia Dobrowolska Ph.D., Jędrzej Siciński Ph.D.<br/> <b>Email:</b> <a href="mailto:emilia.dobrowolska@ug.edu.pl">emilia.dobrowolska@ug.edu.pl</a>; <a href="mailto:jedrzej.sicinski@ug.edu.pl">jedrzej.sicinski@ug.edu.pl</a></p>   |              |                  |                     |                     |                      |
| <p align="center"><b>Course description:</b></p> <p><b>Lecture subjects and issues:</b></p> <ol style="list-style-type: none"> <li>1) Strategic management process</li> <li>2) Vision, mission and strategy</li> <li>3) Elements of strategy content</li> <li>4) Planning versus incremental approach in strategy formulation process</li> <li>5) Positioning versus resources approach in strategy formulation process</li> <li>6) Strategic analysis</li> <li>7) Strategy classification</li> <li>8) Models of strategic management</li> </ol> <p>Tutorials – project parts</p> <ul style="list-style-type: none"> <li>• part I - Vision, mission and the essence of the strategy.</li> <li>• part II – Synthesis of planning and incremental approach to strategy formulation.</li> <li>• part III – Synthesis of positioning and resources approach to strategy formulation (Internal assessment).</li> <li>• part IV – SWOT/TOWS . Analysis as a tool of shaping general strategy (External environmental scanning).</li> </ul> |              |                  |                     |                     |                      |
| <p align="center"><b>Reading list:</b></p> <p>B.de Wit, R. Mayer, Strategy – Process Content, Context. An International Perspective, Cengage Learning, London 2010.<br/>           J.A. Pierce II, R.B. Robinson, Strategic Management. Planning for Domestic &amp; Global Competition, McGraw Hill Education, New York 2015.</p>  |              |                  |                     |                     |                      |
| <p align="center"><b>Grading:</b></p> <p>The final grades are based on the score according the University terms of study:</p> <p>50% or less - 2,0 (fail)<br/>           &gt;50% - 3,0 (pass)<br/>           &gt;60% - 3,5 (pass +)<br/>           &gt;70% - 4,0 (good)<br/>           &gt;80% - 4,5 (good+)<br/>           &gt;90% - 5,0 (very good)</p>  |              |                  |                     |                     |                      |
| <p align="center"><b>Prerequisites:</b></p> <p>There are no pre-requisites for this course</p>   |              |                  |                     |                     |                      |