**Course Syllabus**

1. **General Information**

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| Course name | Strategic planning |
| Programme | Management |
| Level of studies (BA, BSc, MA, MSc, long-cycle MA) | BA |
| Form of studies (full-time, part-time) | Full-time |
| Discipline | Management and Quality Sciences |
| Language of instruction | English |

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| Course coordinator/person responsible | Prof. dr hab. Marek Pawlak |

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| --- | --- | --- | --- |
| Type of class *(use only the types mentioned below)* | Number of teaching hours | Semester | ECTS Points |
| lecture | 15 | IV | 3 |

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| Course pre-requisites | English language |

1. **Course Objectives**

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| to introduce in area of strategic planning |
| to describe basic parts strategic planning process |
| to explain basic terms such as: mission, strategic goals, strategic planning process |

1. **Course learning outcomes with reference to programme learning outcomes**

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| --- | --- | --- |
| Symbol | Description of course learning outcome | Reference to programme learning outcome |
| KNOWLEDGE - student has to know and understand: | | |
| W\_01 | Basic terms in area of strategic planning | K\_W05 |
| W\_02 | Strategic planning process and its elements | K\_W05 |
| W\_03 | Most important terms in area of strategic planning: mission, vision, strategists, company values and core competences, … | K\_W05 |
| SKILLS – students is able: | | |
| U\_01 | To interpret and to explain basic terms related to strategic planning | KU\_02 |
| U\_02 | To analyse and interpret examples of different companies strategies | KU\_02 |
| U\_…. |  |  |
| SOCIAL COMPETENCIES – student is able to: | | |
| K\_01 | Take part in discussion and respond to questions of other students | K\_K02 |
| K\_02 |  |  |

1. **Course Content**

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| 1. The process of strategic management 2. Mission statement 3. Industry and competitive analysis 4. Evaluating the company resources 5. Determining strategic objectives 6. Formulating the master strategy 7. Strategy implementation |

1. **Didactic methods used and forms of assessment of learning outcomes**

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| --- | --- | --- | --- |
| Symbol | Didactic methods  *(choose from the list)* | Forms of assessment  *(choose from the list)* | Documentation type  *(choose from the list)* |
| KNOWLEDGE | | | |
| W\_01 | Conversational lecture | test | Test document |
| W\_02 | Conversational lecture | test | Test document |
| W\_03 | Conversational lecture | test | Test document |
| SKILLS | | | |
| U\_01 | Conversational lecture | Presentation assessment | presentation |
| U\_02 | Conversational lecture | Presentation assessment | presentation |
| U\_…. |  |  |  |
| SOCIAL COMPETENCIES | | | |
| K\_01 | Case study | Taking part in classes |  |
| K\_02 |  |  |  |
| K\_... |  |  |  |

1. **Grading criteria, weighting factors ....**

Classes attendance – 20%

Presentation – 30%

Test – 50%

1. **Student workload**

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| --- | --- |
| Form of activity | Number of hours |
| Number of contact hours (with the teacher) | **15** |
| Number of hours of individual student work | **75** |

1. **Literature**

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| --- |
| Basic literature |
| * Fred R. David, Strategic Management, CONCEPTS AND CASES. Prentice Hall, 2011 * Michael A. Hitt, R. Duane Ireland, Robert E. Hoskisson, Strategic Management, Concepts & Cases, Competitiveness and Globalization, 8th Edition, South-Western Cengage Learning, 2009 |
| Additional literature |
| Rudolf Grünig, Richard Kühn, Process-based Strategic Planning, Springer, 2011 |