

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