



Advanced Strategic Management Syllabus

1. Module Title	Advanced Strategic Management	2. Module Code	
3. Academic Year, Semester, Mode of Studies	2022/2023 academic year Semester 2, Full-time Studies		
4. Aims and Learning Outcomes	<p>Aims The course covers the acquisition of basic knowledge in the formulation and implementation of organizational development strategies, followed by efficient and effective implementation and rationalization of specific specific operational tasks.</p> <p>Learning Outcomes Having completed this module student:</p>		
Knowledge	Code		Assessment
	Subject	Field	
The student has in-depth knowledge of the terminology used in strategic and operational management, understands its sources and applications within related scientific disciplines.	EP-1	K_W01 K_W03	Final exam Project
Has in-depth knowledge of the place of strategic and operational management in the management system of modern organizations.	EP-2	K_W04 K_W11	Final exam Project
Skills	Code		Assessment
	Subject	Field	
Has the ability to use methods to analyze the environment and resources of the company.	EP-3	K_U01	Project
Is able to prepare and in-depth use of the SWOT analysis in assessing the company's potential.	EP-4	K_U03 K_U06 K_U13	Project
Is able to find information on various business practices in enterprises in the area of strategic problems, make their description and presentation, interpret them and infer on their basis.	EP-5	K_U08	Project
Social Competencies	Code		Assessment
	Subject	Field	
Demonstrates creativity in solving strategic problems in the company.	EP-6	K_K03 K_K04	Project Class discussion
5. Module Leader	Name		E-mail
6. Lecturer (s)	Name		E-mail

7. Module Level	Master's	Bachelor's
	X	
8. Year and Programme	Year	Programme
	I	Management
9. Module Content		
#.	Topics Discussed	Hours
Seminar		
1	Strategic management as a process: basic definitions, mission, strategy, goals, organization tasks, stages of the CS process. The scope and use of strategic analysis: methods of strategic analysis.	2,5
2	Analysis of macroenvironment of enterprises, economic, political, demographic, social, political and regulatory segments. Scenario methods, Delphi method, trend extrapolation, FORESIGHT.	2,5
3	Competitive environment analysis; M. E. Porter competition model, sector attractiveness assessment, strategic groups, experience curve, research on the sector's globalization potential. Mergers and strategic alliances: types, processes, conditions, benefits.	2,5
4	Analysis of the organization's strategic potential: product and technology life cycle, analysis of key success factors, value chain, position and strategic balance of the enterprise.	2,5
5	Portfolio methods in the analysis of the company's strategic potential: portfolio analysis procedure, BCG method, McKinsey matrix, ADL matrix, Hofer's matrix, technological portfolio of the company.	2,5
6	Usefulness of SWOT analysis in assessing the company's potential: sequence of actions, strategies. Strategic segmentation. Formulation and implementation of strategies in an enterprise: types of strategies, U Porter's curve, Ansoff strategy model, strategic reorientation.	2,5
Workshop		
1	Macro environment scenarios - analysis of selected areas of the global environment in the context of opportunities and threats	2,5
2	Porter's competition model - an example for a selected enterprise	2,5
3	Organization value chain - analysis on selected examples of organizations	2,5
4	Presentation of students of selected portfolio matrices - examples for selected enterprises	2,5
5	Analysis and assessment of the company's strategic potential	2,5
6	Discussion of potential general and functional strategies determined by the environment and strategic potential of the organization	2,5
10. Individual Student's Work		
#.	Description	Hours
	Preparation for final exam	35
	Research project	35
11. Assessment Methods	Final exam - 20% Coursework – 80%: Active participation in exercises - 10% Project for an enterprise - 55% Project presentation - analysis and assessment of the company's strategy using methods discussed in the classes - 15%	

12. Assessment Criteria	Points translate into marks as follows: 50 - 59 points: mark 3 60 - 69 points: mark 3.5 70 - 79 points: mark 4 80 - 89 points: mark 4.5 90 - 98 points: mark 5 98-100 points: mark 5.5 In the case of exceptional student's performance, the lecturer may award a mark of 5.5 even with an insufficient number of points scored.		
13. ECTS Credits	4		
		Hours	ECTS
	Contact Hours		
	Workshop	15	0,6
	Seminar	15	0,6
	Other Form		
	Individual Student's Work		
	- Preparation for final exam	35	2,8
	- Research project	35	
	SUMM	100	4
14. Required Readings	Porter M., (1998). <i>Competitive Strategy</i> . Free Press		
15. Recommended Readings			
16. Place where module is run	Lazarski University		
17. Other	n/a		