

CORE MODULE DESCRIPTORS – 5'th Semester

1. Strategic Management

1. Module Title	Strategic Management	2. Module Code	
3. Academic Year, Semester, Module Status	2020-21 Fall semester, Full-time		
4. Aims and Learning Outcomes	The main aim of the course is to build skills in the field of contemporary strategic management and methods of strategic analysis. Students work on their own projects containing the analysis of macro- and microenvironment as well as interior of chosen organizations. They learn how to formulate and implement organizational strategy in practice, how to find competitive advantage and to recognize the best way to organizational success.		
Knowledge	Effect Code		Assessment
	Subject	Field	
1. Knows how the basics of strategic management and can apply the knowledge to the real cases		K_W04	Midterm Research project
Skills	Effect Code		Assessment
	Subject	Field	
1. Uses the correct methods in order to make a strategic analysis		K_U02	Research project
2. Can compare the development strategies of different enterprises		K_U06	Research project
3. Can make a strategic plan for the enterprise development		K_U07	Research project
4. Is able to prepare the strategic analysis plan for the enterprise operation		K_U08	Research project
Social Competencies	Effect Code		Assessment
	Subject	Field	
1. Can make correct choices and select the most appropriate development plan for the particular enterprise		K_K03	Research project
2. Can organise the team in order to perform the necessary research tasks		K_K06	Midterm Research project
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6. Lecturer	Name		E-mail
	dr Ewelina Florczak		ewelina.florczak@lazarski.pl
7. Module Level	Masters		Bachelors
			x
8. Year and	Year		Programme

Programme	3	BA in Management
9. Module Content		
#	Topics Discussed	Hours
Seminar		
1	Introduction to Strategic Management; Definitions; Strategy-making process; Competitive advantage	2.5 h
2	External analysis: Macroenvironment; The role of the macroenvironment (global forces, technological forces, social forces, macroeconomic forces, political and legal forces, demographic forces)	<i>each topic</i>
3	External analysis: Microenvironment (Industry and sector, Porter's Five Forces Model, Strategic groups, Industry Life cycle)	<i>15 h together</i>
4	Internal analysis: Strategic balance, Key success factors, Matrix analysis, SWOT, Benchmarking	
5	Formulating and implementing strategy; New approach to strategy	
6	Strategic development – searching for perfection	
Workshop		
1	Principles of cooperation, teams forming, strategy-making process in practice; case study	2.5 h
2	Macroenvironment analysis: research projects part 1	<i>each topic</i>
3	Microenvironment analysis: research projects part 2; case study	<i>15 h together</i>
4	Internal analysis: research projects part 3	
5	Internal analysis: research projects part 4; case study	
6	Strategic development directions; final presentation	
The practical approach to teaching process is organized through workshops by applying interactive discussion, team-work and the presentations by students, which will be discussed during the class.		
10. Individual Student's Work		
#	Description	Hours
	Preparation for case studies	5
	Preparation for final exam	20
	Research project	55
11. Assessment Methods	Coursework (100%): Research report (60%), Midterm (40%)	
12. Assessment Criteria	<p>In order to pass the course student should score at least grade 3.0 (50%) as the total grade for semester.</p> <p>Scoring translates into grades as follows:</p> <p>50 - 59 points - grade 3 60 - 69 points - grade 3.5 70 - 79 points - grade 4 80 - 89 points - grade 4.5 90 - 98 points - grade 5 98-100 points - grade 5.5</p> <p>In the case of exceptional student achievements, the lecturer can award a 5.5 mark with fewer points.</p>	
13. ECTS Credits	5	

		Hours	ECTS
	Contact Hours		
	Seminar	15	0,6
	Workshop	15	0,6
	Consultation	15	0,6
	Other Kind of Student's Activity		
	Individual Student's Work	80	3,2
	SUMM	125	5
14. Required Readings	Charles W.L. Hill, Gareth R. Jones, <i>Strategic Management. An Integrated Approach</i> , Houghton Mifflin Company, Boston New York 2007		
15. Recommended Readings	Michael E. Porter, <i>On competition</i> , Boston: Harvard Business School, 1998.		
16. Place where module is run	LU campus		
17. Other			