



Subject: Strategic management

I. General information

Organization unit	Faculty of Physical Education Chair of Organisation, Management and Economy Supervisor: Prof. Jolanta Żyśko
Course name	Strategic management
Subject code	27/2/II/S
Teaching language	English
Type of subject (obligatory/ facultative)	facultative
Level of studies (eg. bachelor, master)	master
Study year	2
Semester	2
ECTS points	3
Teacher	Dr Joanna Bańbuła
Studies program in which the subject is realized	Physical Education
Method of realization (stationary/ distance learning)	Stationary
Prerequisites	Basic knowledge from organization and management field. Management methods and techniques. Financing of sport.

II. Detailed Information

Course aims and objectives

A1	Providing students with knowledge about theoretical assumptions and practical aspects of strategic management.
A2	Providing knowledge to students about specific methods and techniques supporting

	strategic management.
A3	Providing students the ability to apply specific strategic management tools to solve specific management and decision problems .

Learning outcomes

Learning outcome	Subject's learning outcomes
Knowledge	
<p>K_W06</p> <p>Knowledge and comprehension of the basis aspects underlying the functioning of organisations in a dynamic environment, principles for operation and management of an organisation and legal framework underlying management of enterprises and organisations, with particular focus on sport organisations.</p>	<p>The student knows the basic terminology used in strategic management, understands its sources and applications within related scientific disciplines.</p> <p>The student knows the basic methods and techniques to support strategic management. The student identifies different types of strategies and criteria for their selection.</p>
Skills	
<p>K_U08</p> <p>Ability to analyse conditions related to social and economic phenomena as regards sports. Comprehension of social and political condition of the given society. Ability to interpret scientific and media related communication in the field of social sports conditions.</p>	<p>Student is able to carry out the analysis of micro and macro-environment of the organization using various methods of strategic analysis.</p>
<p>K_U02</p> <p>Ability to make use of normative systems and specific standards and rules, and capacity to apply legal regulations in sports activity</p> <p>K_U05</p> <p>Ability to compile and process information with the use of information technologies and electronic information sources, and adopt them for needs of professional work.</p>	<p>The student is able in a practical way set the strategic position of the organization.</p>
Social Competences	
<p>K_K04</p> <p>Capacity for autonomous decision making in professional tasks.</p>	<p>The student understands the need to raise managerial competences corresponding to his profession.</p>
<p>K_K02</p> <p>Caring to retain the appropriate fitness level needed to further own education and to</p>	<p>Student is able to solve strategic problems in the organization.</p>

execute professional tasks. K_K06 Ability to communicate with other people and to pass on basic knowledge related to sports.	
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Syllabus contents

No	Title
Classes/ Practical classes	
SC1	The essence of strategic thinking. Benefits and limitations of strategic management.
SC2	Basic concepts of strategic management. Shaping the vision, mission and strategic goals of the organization.
SC3	Methodology of formulating strategies for the organization. Characteristics of users of strategic analysis. Strategic planning methodology.
SC4, SC5, SC6,	Macro environment and its components. Methodology and scope of macro-environment analysis. PEST analysis, scenario methods.
SC7, SC8	The scope and objectives of the competitive environment analysis. Porter's "five forces" analysis, analysis of strategic groups, point evaluation of the attractiveness of the sector.
SC9, SC10	Analysis of key success factors, strategic balance, value chain analysis, strategic benchmarking, resource analysis.
SC12	Organization culture and implementation of the strategy - the importance of the company's organizational culture, types of cultures supporting dynamic adaptation to the environment
SC13, SC14, SC15	The BCG Matrix. The Hofer Matrix, The GE Matrix, The A.D. Little Matrix Formulating corporate level strategy.

Assessment criterion

Local grade	Grade	Criteria
5	A	adequate result in the multiple choice test (100-90%)
4,5	B	adequate result in the multiple choice test (89-85%)
4	C	adequate result in the multiple choice test (84-75%)
3,5	D	adequate result in the multiple choice test (74-70%)
3	E	adequate result in the multiple choice test (69-60%)
2	F	adequate result in the multiple choice test (less than 60%)

Obligatory literature:

Henry Anthony E., 2020, Understanding Strategic Management, Oxford University Press

Rothaermel Frank T., 2018, Strategic management, McGraw-Hill Education.

Rothaermel Frank T., 2020, Strategic management concepts, McGraw-Hill Education.

1ECTS point = 30 hours students work (contact + self study)

TYPES OF CLASSES	HOURS
Contact hours	30
Self study	20
Collecting materials for the project	10
Preparation of the presentation and description	5
Preparation for the exam	15
Total = 80 hours = 3ECTS	