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| FACULTY: | Koszalin University of Technology  Faculty of Economic Sciences |
| FIELD OF STUDY: | **Economics**  **Management**  **Tourism and Recreation**  **Finances and Accounting**  **Logistics** |
| ERASMUS COORDINATOR OF THE FACULTY: | Małgorzata Czerwińska-Jaśkiewicz |
| E-MAIL ADDRESS OF THE COORDINATOR: | malgorzata.czerwinska@tu.koszalin.pl |
| COURSE TITLE: | **STRATEGIC MANAGEMENT** |
| LECTURER’S NAME: | **Artur Skrzycki** |
| E-MAIL ADDRESS OF THE LECTURER: | artur.skrzycki@tu.koszalin.pl |
| ECTS POINTS FOR THE COURSE: | 4 |
| COURSE CODE (USOS): | 0622>2200-ZS |
| ACADEMIC YEAR: | 2024/2025 |
| SEMESTER:  (W – winter, S – summer) | w |
| HOURS IN SEMESTER: | 100 |
| LEVEL OF THE COURSE:  (1st cycle, 2nd cycle, 3rd cycle) | 2nd |
| TEACHING METHOD:  (lecture, laboratory, group tutorials, seminar, other-what type?) | Lecture, group tutorials |
| LANGUAGE OF INSTRUCTION: | **English full time scheme for classes with 5 and more international Erasmus+ students enrolled/accepted;**  **English 50% individually with the teacher + Polish 50% with Polish students or individual project work- scheme for classes with less than 5 international Erasmus+ students enrolled/ accepted** |
| ASSESSMENT METHOD:  (written exam, oral exam, class test, written reports, project work, presentation, continuous assessment, other – what type?) | written exam (lectures),  written reports, presentations, continuous assessment (group tutorials) |
| COURSE CONTENT: | Strategies - definition of the concept, structure, and characteristics of strategies, determinants and freedom of choice of strategy, Types of strategies: managerial, ownership. Market conditions of strategy and strategic management, Strategic planning. Functional strategies: production, personnel, financial, marketing, Application of strategies. Strategic controlling. Development of management concepts and strategic management. Analysis of the company's environment: methods of analysis of the general environment and competitive environment. Analysis of strategic potential and strategic position of the company. Implementation of strategies: tools and concepts. |
| ADDITIONAL INFORMATION: |  |

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