

The Jerzy Kukuczka Academy of Physical Education in Katowice Faculty of Sport and Tourism Management			
Field of study and level of education:	Management - 2 degree		Mode of study: Full / Part time
Course title	STRATEGIC MANAGEMENT – SELECTED ISSUES		
Name of the group of items and its symbol	Module in the area of social sciences	GNS	
Education profile	general - academic		
Language of instruction	english		
Subject implementation form	mandatory	optional	X
Specialty	all specialties		
Year of study	first degree		
Semester	second		
Number of ECTS points	2		
Title / degree, name and surname lecturer	Agnieszka Chęcińska-Kopiec PhD		
Directional learning effects - symbols	Learning outcomes		
KNOWLEDGE			
K_W01, K_W02, K_W37	K1	Get straight to the heart of important strategic management concepts. Students get concise explanation of the most important concepts and techniques of strategic management. In addition, cases and simulations are a perfect complement to students' knowledge	
K_W17, K_W18, K_W19	K2	In decisions to be taken in work-life, in practice and behavior, students can use the information acquired in the field of business and management,	
K_W04, K_W09, K_W39	K3	Students can search for alternative solutions to unexpected situations in the field of business management,	
SKILLS			
K_U02, K_U04, K_U14	S1	By using the information gained in the field of business and management, students can perform tasks and responsibilities assigned,	
K_U25, K_U26, K_U28	S2	can classify organizational structures useful for a given type of sports and tourist organization taking into account the specificity of their activities	
K_U16, K_U19, K_U25	S3	Students foresee issues that may arise in the field of business management and can come up with solutions,	
SOCIAL COMPETENCE			
K_K01, K_K02, K_K03	C1	With the awareness of need for life-long learning, they can follow progress in science and technology and can constantly renew themselves.	
K_K06, K_K07, K_K08	C2	is aware that proper communication facilitates running a business and allows for optimal decision making	
K_K09, K_K10	C3	Students can behave in accordance with the organization's business and social ethical values,	
Course contents	<ol style="list-style-type: none"> 1. Basic Concepts of Strategic Management; 2. Corporate Governance, 3. Ethics, and Social Responsibility; 4. Environmental Scanning and Industry Analysis; 5. Internal Scanning; 6. Organizational Analysis; 7. Strategy Formulation: Situation Analysis and Business Strategy; 		

	8. Strategy Formulation: Corporate Strategy; 9. Strategy Formulation: Functional Strategy and Strategic Choice; 10. Strategy Implementation: Organizing for Action; 11. Strategy Implementation: Staffing and Leading; 12. Evaluation and Control; 13. Cases study.
Prerequisites and additional requirements	knowledge of the English language at an advanced level in speech, writing and understanding
compulsory literature	1. Loose-Leaf Essentials of Strategic Management 6th Edition, by John E Gamble (Author), Arthur A Thompson Jr. (Author), Margaret Peteraf Leon E. Williams Professor of Management (Author) (ISBN-10: 1260139565) 2018. 2. Essentials of Strategic Management Pearson New International Edition (J. David Hunger) 2018. 3. Essentials of Strategic Management: The Quest for Competitive Advantage, John Gamble, McGraw-Hill Education, 2016.
Additional literature	1. Strategic Management: creating competitive advantages, Seventh Edition. Dess, Lumpkin, Eisner and McNamara, McGraw-Hill Irwin, 2013 (ISBN #9780077636081). 2. EPSS – METHOD AND TOOLS FOR IMPROVING THE COMPETENCE IN THE XXI CENTURY, Zofia Gródek-Szostak Danuta Kajrunajtys Luis Ochoa Siguencia, Agnieszka Chęcińska Kopiec, 2018.
Planned forms / activities / didactic methods	Lecture: lecture with elements of discussion Workshops / exercises <ul style="list-style-type: none"> • Simulation and case study analysis - conducted with activating methods; • solving selected problems in task-design teams
Assessment methods	Grading / Examination
Assessment methods of learning outcomes	Lecture: written test with open / closed questions or computational tasks Exercises / workshops: students perform specific tasks and solve team problems in group work;
Criteria for assessing the achievement of the learning outcomes	Assessment criteria for passing: <ol style="list-style-type: none"> 1. To develop independently or in a group a given problem - a project, a multimedia presentation, an oral presentation, and activity during classes 2. It is considered to be of sufficient value when the student: <ol style="list-style-type: none"> a) develop the given issue - project 3. Formal requirements for receiving the pass mark: <ol style="list-style-type: none"> a) very good (5) - the student will develop a very well-designed project, and a multimedia presentation, which will be presented in the form of a speech and will show significant activity during classes b) good plus (4+) - the student will develop a very well-designed project, but with some shortcomings and a multimedia presentation, which will be presented in the form of an appearance will also show activity during classes c) good-student (4) - will develop a well-designed project and multimedia presentation, which will be presented in the class d) sufficient plus (3+) - the student will develop a well-designed project, but with some shortcomings and prepare a multimedia presentation e) Sufficient (3) - the student will develop a satisfactorily project f) Insufficient (2) - the student will not develop a given project or develop it badly
Professional training	not applicable
FULL TIME STUDIES	participation in lectures = 26 hours

Balance of ECTS points	project preparation = 20 hours preparation for passing = 6 hours
The amount of the study work during didactic hours 1h didactic = 45 minutes	total number of hours = 52 hours direct contact with the teacher 50% hours number of ECTS points = 2 points Minimum number of student work hours 2 (ECTS points) = 2*26= 52 h

Evaluation of learning outcomes				
Learning outcomes	Form of assessment			
	Test	Project	Teaching discussion	Presentation
K1	X	X	X	X
K2	X	X	X	X
K3	X	X	X	X
S1		X	X	X
S2		X	X	X
S3		X	X	
C1			X	
C2			X	
C3			X	