

<b>Course title:</b>	<b>Strategic Management</b>
<b>Lecturer:</b>	<b>Prof. Marzena Wójcik-Augustyniak</b>
<b>ECTS Credits:</b>	4
<b>Language:</b>	English
<b>Semester:</b>	Winter
<b>Duration:</b>	1 semester: 15h - lecture; 15h - classes
<b>Content:</b>	<ol style="list-style-type: none"> <li>1. Basic concepts connected with strategic management in logistics</li> <li>2. Historical development of strategic management - concepts of strategy</li> <li>3. Phases of strategic management process</li> <li>4. Elements of logistics enterprises' environment</li> <li>5. Strategic analysis - the essence, goals, functions</li> <li>6. Methods of strategic analysis and planning of a logistics company</li> <li>7. Strategy levels</li> <li>8. Strategic decisions</li> <li>9. Adjusting activities</li> <li>10. Continuation of the strategy</li> <li>11. Strategic mistakes</li> <li>12. Strategic leadership in logistics</li> <li>13. Business models</li> <li>14. Competitive advantage in the era of globalization.</li> <li>15. Creating a unique value.</li> </ol>
<b>Textbooks:</b>	<ol style="list-style-type: none"> <li>1. Porter M.E., Competitive Strategy: Techniques for Analyzing Industries and Competitors, Simon and Schuster, New York 2008.</li> <li>2. Rumelt R.P., Good Strategy/Bad Strategy. The Difference and Why It Matters, Profile Books Ltd, London 2011.</li> <li>3. Stern C.W., Deimler M.S. (edited by), The Boston Consulting Group on Strategy: Classic Concepts and New Perspectives, John Wiley &amp; Sons, Inc., Hoboken, New Jersey 2006</li> <li>4. HBR's 10 Must Reads on Strategy, HBR, 2011.</li> <li>5. Harvard Business Review, Forbes, Businessman Magazine</li> </ol>