



Beyond Consulting 
partnership in special projects

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STRATEGIC MANAGEMENT IN BUSINESS

lectures and workshops

academic program

Strategic management is the art of analytical thinking and making business decisions aimed at the optimal use of the company's resources, to achieve market success and building its stable competitive advantage. It is an art that can be of great importance in the period of economic downturn and the need of radical reduction the costs of business operations.

The Strategic Management i Business course provides the student with valuable methodical knowledge and a set of useful tools in the field of strategic management. It offers carefully prepared teaching materials and interesting workshop classes, allowing you to understand the essence of strategic thinking and practical mastery of the fundamental managerial skills, necessary to run a modern company.

The lecture part may be conducted in Polish or English. The illustrative part of the lectures is presented in the form of slides prepared in Polish and English. The bilingual presentation of illustrative materials is intended to provide participants with additional value, consisting in comparing Polish terminology with the appropriate - typical for modern business - English terminology.

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Objectives and structure of the course

Introducing students into the strategic management discipline, which is dedicated for the highest managerial level of an enterprise. The subject focuses on presenting a theoretical lecture and engaging in practical exercises, aimed at providing managerial skills needed to efficiently run a modern company in a demanding market and business environment. The obtained knowledge will allow students to understand how the macroeconomic and competitive environment, as well as factors related to the company's location, impact on its operations. Moreover, it will also equip him with professional analytical and management tools, enabling formulation of the corporate and business strategies and then their effective implementation. The overriding goal is to prepare the student to perform operational and managerial tasks in a modern company.

Duration	Assessment	Language
30 Lecture hours 65% – Lectures (9 sessions) 23% – Team work (3 sessions) 12% – Students' presentations (2 sessions)	Team projects 60% – to pass the course Final exam 40% – 1,5 hours	Polish or English

Program of the course

Lectures

1. Introduction to strategic management

- Fundamental issues:
 - Company and its stakeholders
 - Market and market segmentation
 - Sector and industry
 - Business model
 - Value chain
- Customer needs and meeting them
- Strategic management in the practice of the company's operation
- Vision and mission of the company
- Strategic, tactical and operational goals

2. Strategies

- Strategies at the corporate level
 - Vertical integration
 - Diversification
 - Strategic alliances
- Building a competitive advantage at the level of business units
- Building a competitive advantage at the functional level
- Total Quality Management - concept and techniques
- Organizing and restructuring of the company

3. Strategic analysis and planning

- Sources of the company's competitive advantage
- Analyzes of the company's macro-environment

- Analyzes of the company's competitive environment
- Analyzes of the company's internal environment
- SWOT analysis and Cause-and-effect analysis
- Formulating strategic goals
- Formulating strategic action plans

4. Implementing and monitoring strategy

- Strategic planning methodology and the content of the company's strategy
- Operational measures, strategic goals and action plans
- Strategy mapping and budgeting
- Project in the strategic management system
- Restructuring and managing organizational change
- Monitoring and updating strategy

Workshops

1. Strategic analyzes

- Analyzes of the company's macro-environment
- Analyzes of the company's competitive environment
- Analysis of the key success factors
- Identifying the company's Value chain
- Identifying business processes
- Modeling operational processes and procedures
- SWOT analysis
- Cause-and-effect analysis

2. Strategic planning

- Formulating strategic goals and action strategies
- Strategy mapping
- Constructing balanced scorecards
- Group work techniques

3. Strategy implementation

- Management by objectives
- Measuring quality of the company's operations
- Planning techniques and project management
- Business plan for a new company

