

Selected courses in English in the academic year 2010/11

KUL institute/department:	Institute of Economics and Management/Faculty of Social Sciences
Course title:	Strategic management
Lecturer (name, surname):	Marek Pawlak
Title/position:	professor
ECTS credits:	3
Course duration (1 st , 2 nd or both semesters):	1 st semester
Number of hours per week:	1 hour
Course type:	lecture
Level:	Bachelor, master
Course description:	<p>The aim of the course is to introduce students into area of strategic management. Course topics:</p> <ol style="list-style-type: none"> 1. The process of strategic management 2. Mission statement 3. Industry and competitive analysis 4. Evaluating the company resources 5. Determining strategic objectives 6. Formulating the master strategy 7. Strategy implementation
Required reading list:	<ol style="list-style-type: none"> 1. James M. Higgins, Julian W. Vincze, Strategic management and organizational policy, The Dryden Press, 2. Arthur A. Thompson, A. J. Strickland, Strategic management, Concepts and cases, McGraw-Hill, 2001.
Prerequisites:	Principles of management
Assessment method:	Test
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