

<b>Title of Course</b>	<b>Enterprise strategies</b>		
<b>Semester</b>	Spring/Winter		
<b>Teaching Hours per Course:</b>	<b>Total</b>	<b>- Lectures:</b>	<b>- Tutorials:</b>
	15	15	-
<b>ECTS Credits</b>	1		
<b>The content of education</b>			
<b>Aims of Course</b>	<p>The aim of the course is to teach students the essence of corporate strategies, their usefulness in business, types and how to construct and implement strategies.</p> <p>The aim of the course is also to place strategy in the totality of decision-making in a company depending on external and internal conditions of the company. It will allow the student to master the scope of analysis in drawing up strategies, methods of strategy implementation and control, as well as establishing criteria for assessing strategy implementation.</p>		
<b>Program</b>	<p>List of topics</p> <ol style="list-style-type: none"> <li>1. Definition, essence, types and structure of strategy ; engineering the design and selection of corporate strategy.</li> <li>2. Development and value growth strategies of the enterprise .</li> <li>3. Marketing strategies; competitive strategies.</li> <li>4. Franchising - strategy of small business development in Poland.</li> <li>5. Foreign expansion strategies of enterprises.</li> <li>6. Selection of criteria and control of strategy implementation.</li> <li>7. Methods of analysing the results of control; corrective actions.</li> <li>8. Preparing a company for change; the Internet as a tool for preparing, implementing and changing strategies.</li> </ol>		
<b>Conditions of completion</b>	The basis for passing the course is a test.		
<b>Teacher</b>	dr hab. Magdalena Majchrzak, prof.uczelni		