

Year	2020/2021	
Course title	Strategy Development in Practice with McKinsey Co. (CEMS)	
Course number	236171 - 0456	7 ECTS points
Lecturer	Płoszajski Piotr , PhD	

A. Course objective

Developing expertise and skills for developing the full-fledge strategic aanalysis of a chosen market entry of a new competitive player.

B. Course syllabus

Introduction to a chosen market in Poland. Value analysis of the chosen market.Strategic options evaluations. Market entry strategy presentation, including: market segmentation, competitive positioning, key selling points (market preposition) for potential customers. Presentation of detailed market entry strategy and its financial feasibility.

C. Educational outcome

Knowledge	<ol style="list-style-type: none"> 1. getting to know the major theoretical concepts necessary for sectorial analysis; 2. Learning the wide range of analytical instruments for researching the multi-faceted state of a company in the New Economy; 3. Learning the elements of the process of strategy development. 4. Learning the influence of technology on business models' and strategies development
Skills	<ol style="list-style-type: none"> 1. Expertise and skills for developing the full-fledge strategic analysis of a chosen market entry of a new competitive player. 2. Making detailed analysis of financial consequences of the strategy developed. 3. Skills for preparing and presenting a master set of major arguments supporting the chosen strategy to an executive body of the company.
Social competencies	<ol style="list-style-type: none"> 1. building strong team-work abilities. 2. Developing the presentation, public speaking and argumentation skills of the students. 3. Developing and enhancing students' leadership abilities

D. Semester time table

- 1 Elements of market analysis.
- 2 Analysing the market.
- 3 Analysis of the competitors.
- 4 Scenario development.
- 5 Entry Market strategy.
- 6 Evaluation of the strategy.

E. Basic literature

Management Strategy: Achieving Sustained Competitive Advantage, 2016 by Alfred Marcus; International Management: Culture, Strategy, and Behavior, 2014 by Fred Luthans and Jonathan Doh

F. Supplementary literature

In-class handouts by McKinsey

G. Author's most important publications concerning the offered course

1. Expanding the Toolbox of Organizational Theory: Complexity, Morphogenesis, Catastrophe and Chaos, ORGANIZATION AND MANAGEMENT (ORGANIZACJA I KIEROWANIE) No. 1B (160) Year 2014. International Strategic Management, Graduate July Program Course Reader, Wirtschaftsuniversitaat, Vienna, edition 2016. Nowe wyzwania globalizacji. Podziały, homogenizacja i efekt motyla, pr. zbior. p. red. P. Płoszajskiego, Openlinks, Warszawa 2012 Wybory strategiczne firm. Nowe instrumenty analizy i wdrażania, pr. zbior. p. red. P. Płoszajskiego i G. Belza, SGH, Warszawa 2006; Strategie zarządzania uwagą na współczesnym rynku, red. pr. zbior. z M. Aluchna, M. Pindelski, SGH w Warszawie, 2008;

H. Numbers of required prerequisites

not required

I. Course size and mode

	Full-time	Saturday-Sunday	Afternoon
Total:	30	-	-
Lecture	6	-	-
Seminar	24	-	-

J. Final mark composition

reports	60%
others	40%

K. Foreign language requirements

English

L. Selection criteria

M. Methods applied

reporty

discussions