

Lecturer	Bruce A. Kibler, PhD.
Semester of academic year 2021/2022	spring

* choose one

BASIC INFORMATION ABOUT THE SUBJECT (INDEPENDENT OF THE CYCLE)

Module name	Strategic Management
Language of instruction	English
Website	https://www.umcs.pl/en/courses-in-english,21103.htm
Prerequisites	Basic business and or economics courses
Educational outcomes verification methods	15+ page research paper and presentation
Description	Strategic Management is a holistic and methodical way to investigate, analyze and prepare decision making for business. This course will cast a wide net encompassing the historical, philosophical, sociological, economic, environmental and policy aspects of decision making and institutional development. Additionally, this course is designed to give two somewhat antithetical approaches to this process, i.e., the analysis according to the accepted Anglo-Saxon approach of maximization of shareholder wealth contrasted against a more stakeholder oriented perspective. Even within a business decision making must be holistic in nature, i.e., there are no such things as just marketing decisions, or just financial decisions, decisions in each realm of business affect the others, so it is also with business and society and the environment. This course is designed to integrate philosophy, theology, sociology, political science, history, the environment and technology into a holistic view of the world as it pertains to success and decision making in business.
Teaching method	Predominantly lecture and discussion perhaps some video materials. The instructor is well versed in the socratic method of teaching even under the auspices of the modern student.
Reading list	<ol style="list-style-type: none"> 1. <i>The Company A Short History</i> 2. <i>Articles:</i>

	<ul style="list-style-type: none"> ○ <i>The Social Contract with Business</i> ○ <i>OECD Corporate Governance</i> ○ <i>The Washington Consensus</i> ○ <i>Shareholding Worldwide</i> ○ <i>Neoliberalism Oversold</i> ○ <i>Redefining Capitalism</i> ○ <i>The Rise of Strategic Corruption</i> ○ <i>Capitalism and Democracy Social Investing</i> ○ <i>Air Pollution costs Millions</i> ○ <i>Social Side of Business</i> ○ <i>Social Entrepreneurship</i> ○ <i>Business Models for Deep Poverty</i> ○ <i>Bottom of the Pyramid</i> ○ <i>The Future of Capitalism</i> ○ <i>The Future of the US Business Model</i> ○ <i>How a Great Power Falls</i> ○ <i>Essay on Conscious Capitalism</i> ○ <i>Revolution of Interactions</i> ○ <i>SWOT, PEST, Porter, RBV</i> ○ <i>Excess Management costing Trillions</i> ○ <i>Lessons in Macroeconomics</i> ○ <i>Impact of Climate Change on GDP</i> ○ <i>Marketing Myopia</i> ○ <i>Ownership and Performance</i> ○ <i>People First Economics</i> ○ <i>Oceans Need A Rescue Plan</i> ○ <i>Reimagining Capitalism</i> ○ <i>Reverse Logistics</i> ○ <i>The Circular Economy</i> ○ <i>Scenario 2052</i> ○ <i>Comprehensive Business Case for Sustainability</i> <p>3. <i>Additional current events articles</i></p>
Educational outcomes	<p>KNOWLEDGE</p> <ol style="list-style-type: none"> 1. Tools of strategic planning, implementation, controlling and reformation 2. Holistic and systems thinking <p>SKILLS</p> <ol style="list-style-type: none"> 1. Analytical skills for strategic planning 2. Critical thinking and analysis 3. Scenario analysis 4. Presentation skills <p>ATTITUDES</p> <ol style="list-style-type: none"> 1. Appreciation for and application of holistic and systems thinking and analysis 2. Understanding of the interconnected nature of decision making not only across functions but as a nexus of interconnected and dynamic processes

INFORMATION ABOUT CLASSES IN THE CYCLE

Website	https://www.umcs.pl/en/courses-in-english,21103.htm
Educational outcomes verification methods	
Comments	
Reading list	1.
Educational outcomes	<p>KNOWLEDGE</p> <p>1.</p> <p>SKILLS</p> <p>1.</p> <p>ATTITUDES</p> <p>1.</p>
A list of topics	1.
Teaching methods	
Assessment methods	