

Course title	Business Policy					ECTS code	14.3.EE.FL.3339				
						ECTS credits					
						max. students	25				
Name of unit administrating study	ITiHM	Field of study	Economics/MSG**	Field of specialisation	NONE;						
Teaching staff	Olga Dębicka, PhD ; Tomasz Gutowski, PhD										
Number of hours											
Lectures	0	Classes	0	Tutorials	0	Laboratory	0	Seminars	0	Language classes	0
Forma aktywności						Year&Type of studies*	2 NS2,				
Hours with the participation of the academic teacher (including office hours, exams, others):						Semester:	4,				
Hours without the participation of the academic teacher (student's self-study, homeworks):						Type of course:	optional				
Total number of hours:						0	Language of instruction:	English			
Teaching form	blended learning MS Teams										
Teaching methods	E-learning,										
Prerequisites (required courses and introductory requirements)											
Required courses	there are no pre-conditions										
Introductory requirements	Basic knowledge of the functioning of modern enterprises										
Assessment method, forms and criteria											
Assessment method	Exam										
Assessment criteria	Short esseys - presentation of findings: 5 x 10 points Final grade according to the study regulations										
Course objectives											
The aim of this course is to familiarize students with the issues of developing business policy in the modern enterprise											
Learning outcomes											
Course contents											
<ol style="list-style-type: none"> 1. A Company's Strategy Options : The Five Generic Competitive Strategies 2. Evaluating a Company's External Environment: 5 Competitive Forces 3. Internal Company Analysis : Measuring Strengths and Weaknesses against those of Rivals 4. Strategies for multi-business corporations: Diversification 5. Other important Business Strategic choices: Mergers, acquisitions, integration 											
Recommended reading lists											
<p>Arthur A. Thompson, Margaret A. Peteraf, John E. Gamble, A.J. Strickland: <i>Crafting and Executing Strategy: The Quest for Competitive Advantage</i>, Editor: McGraw Hill Higher Education</p> <p>Sawyer G., <i>Business policy and strategic management: planning, strategy and action</i>, San Diego: Harcourt Brace Jovanovich</p> <p>Latham S, Braun M, <i>Mastering strategy: workshop for business success</i>, Publisher: Praeger</p>											
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* SS1- undergraduate studies * SS2 - graduate studies * SDang - doctoral studies

** MSG - International Economic Relations