



# SGH

Year	2018/2019	
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"><li>1. getting to know the major theoretical concepts necessary for sectorial analysis;</li><li>2. Learning the wide range of analytical instruments for researching the multi-faceted state of a company in the New Economy;</li><li>3. Learning the elements of the process of strategy development.</li><li>4. Learning the influence of technology on business models' and strategies development</li></ol>
Skills	<ol style="list-style-type: none"><li>1. Expertise and skills for developing the full-fledge strategic analysis of a chosen market entry of a new competitive player.</li><li>2. Making detailed analysis of financial consequences of the strategy developed.</li><li>3. Skills for preparing and presenting a master set of major arguments supporting the chosen strategy to an executive body of the company.</li></ol>
Social competencies	<ol style="list-style-type: none"><li>1. building strong team-work abilities.</li><li>2. Developing the presentation, public speaking and argumentation skills of the students.</li><li>3. Developing and enhancing students' leadership abilities</li></ol>

**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
<b>Total:</b>	30	-	-
Lecture	6	-	-
Seminar	24	-	-

**J. Final mark composition**

multiple choice examination	40%
reports	40%
classes	20%

**K. Foreign language requirements**

English

**L. Selection criteria**

**M. Methods applied**

reporty  
discussions