

**Management of Strategic Organizational Development**  
*Course taught at the School of Management and Banking in Poznan*

**Description**

The course is taught in a practical and example-based approach. It introduces participants into strategic foundations of business operations and strategic management methodology (from the formulation of doctrine, definitions, problem solving to strategy implementation). The course also offers an understanding of the connections between the capability to manage a business organization and strategy implementation. Participants will be preparing a project that requires them to work as a team, analyze, develop and present a strategic management model in an organization.

**Key course content**

- Strategic management in the context of system management
  - Selected terminology
  - The essence of strategy building
  - Creating business models
  - Strategic analyses
  - Strategic limitations and opportunities
  - The role of knowledge transfer in strategy implementation
- Strategic diagnosis, planning and implementation of strategy, and principles of monitoring strategy implementation
  - Strategic balance sheet
  - Key success factors
  - Selected examples of strategic analysis
  - Selected diagnostic matrices for strategy development
  - Key efficiency indicators
  - Change management

**Key competences**

- ✓ Ability to correctly interpret strategic socio-economic phenomena occurring in an organization and its environment
- ✓ Understanding of socio-economic processes and phenomena, including the capability to describe and analyze them with the application of strategic management techniques
- ✓ Practical skills such as the ability to autonomously formulate initial strategic solutions along with a definition of socio-economic problems in organizations
- ✓ Enhanced capability of making presentations about various strategic phenomena, including the ability to formulate solutions to selected problems

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