

Field of study:

Management

Subject: Modern business strategies for expansion of the company: Blue Ocean Strategy, Value Management Strategy

Level of study: graduate studies

System of study: Full-time

Profile of studies: general academic

Subject: Modern business strategies for expansion of the company: Blue Ocean Strategy, Value Management Strategy

Form of classes and the ECTS points

| | Number of hours | ECTS points | Credit |
|-----------|-----------------|-------------|------------------|
| lectures | 35 | | exam |
| exercises | 10 | | credit with mark |
| Total | 45 | 5 | |

Aims of teaching

1. To familiarise students with the context, theory and practice of modern business strategies for the expansion of the company.
2. To familiarise students with the content and the range of practical applications of modern business strategies such as value management strategy and blue ocean strategy.
3. To familiarise students with the best practices relating to the process of definition, choice, application and evaluation of the effectiveness of modern strategies aimed at the expansion of the company with the context of creating and maximising the shareholder value.

Intended learning outcomes

| KNOWLEDGE | | |
|--------------------|--|--|
| SYMBOL | DESCRIPTION | REFERENCE TO THE PROFILE OUTCOME |
| P_W1 | The student knows the theories and practices related to the process of definition, choice, implementation and control of different modern business strategies aimed at the expansion of the company. The student is able to differentiate among different definitions and processes related to the subject of modern business strategies, especially Value Management Strategy and Blue Ocean Strategy | Zarz_WG01_Mgr Zarz_WG02_Mgr Zarz_WG03_Mgr Zarz_WG05_Mgr Zarz_WG06_Mgr Zarz_WG10_Mgr Zarz_WK04_Mgr Zarz_WK05_Mgr |
| P_W2 | The student is able to recognize the place of the modern business strategies aimed at expansion of the company in the wider context of management. | Zarz_WG01_Mgr Zarz_WG03_Mgr |
| SKILLS | | |
| SYMBOL | DESCRIPTION | REFERENCE TO THE PROFILE OUTCOME |
| P_U1 | The student is able to apply the acquired and anchored knowledge into practical market situations related to the creation of the value of the company. | Zarz_UW01_Mgr Zarz_UW02_Mgr Zarz_UW11_Mgr Zarz_UK01_Mgr |
| P_U2 | The student is able to conduct intellectually disciplined conversation integrating different perspectives on the strategy of the company, aimed at growth and creating of the shareholder value and the value of the company in the market. | Zarz_UW02_Mgr Zarz_UW03_Mgr Zarz_UW04_Mgr Zarz_UW06_Mgr |
| SOCIAL COMPETENCES | | |
| SYMBOL | DESCRIPTION | REFERENCE TO THE PROFILE OUTCOME |
| P_K1 | Students are able to effectively work and communicate in teams using the knowledge on motivation, team management and decision making. The student is able to discuss the different points of view within the team, adding the value to the discussion. The student is able to correctly use and apply the professional terminology pertaining to the subject of strategic management. | Zarz_KK01_Mgr Zarz_KK02_Mgr Zarz_KK03_Mgr Zarz_KO04_Mgr Zarz_KO05_Mgr |

Course content

| NUMBER | DESCRIPTION | FORM OF CLASSES | NUMBER OF HOURS |
|--------|---|-----------------|-----------------|
| 1 | <p>1.The concept of the management of the value of the company - from the customer to the investor</p> <p>2. Value management strategy in the era of information economy and environment uncertainty - creation of the value in uncertainty of markets</p> <p>3. Creating shareholder value in market practice - what is it, how can it be seen, evaluated and how it can be managed? Stakeholder vs shareholder.</p> <p>4. What is the value of the company and how to measure it? Measurements of the value of the company: financial, accounting, market. Value drivers in the company market practice.</p> <p>5. Intellectual capital factors influencing added value of the company</p> <p>6. Value management in the company at different stages of the value chain.</p> <p>7.Value management strategy vs investors expectations - measurements of the value of the enterprise</p> <p>8.Blue Ocean Strategy - definition, creation of the market space, leadership, design of the future of the organisation</p> <p>9. Preparation and implementation of the Blue Ocean Strategy towards creation of the value of the enterprise</p> <p>10. Traps of the Red Ocean strategy</p> <p>11. Other modern strategies focused on creating the development of the enterprise</p> | lectures | 35 / 35 |
| 2 | <p>1. The concept of shareholder value in market practice - what is it, how can it be seen and how it can be managed? Stakeholder vs shareholder.</p> <p>2. What is the value of the company and how to measure it? Measurements of the value of the company: financial, accounting, market</p> <p>3. What are the rules when it comes to value management of the enterprise how to capture and how to manage its value over time.</p> <p>4. Creation of shareholder value in market practice - principles of valuation, EVA, financial factors, marketing factors, organisational factors, intellectual factors influencing Value created by the enterprise.</p> <p>5. Value management strategies in the company</p> <p>6. Blue Ocean Strategy vs red Ocean Strategies</p> | exercises | 10 / 10 |

Conditions of completion

LECTURES

| TYPE OF CREDIT | CREDIT INFLUENCE (IN %) |
|-------------------------------|-------------------------|
| Exam (for the lecturers only) | 50 |
| Exercises final credit | 50 |

EXERCISES

| TYPE OF CREDIT | CREDIT INFLUENCE (IN %) |
|-------------------------------|-------------------------|
| Exam (for the lecturers only) | 50 |
| Exercises final credit | 50 |

Teaching methods

- discussion in the class
- lectures
- exercises
- discussion in the class
- groups discussion

Reading (compulsory)

- W.Chan Kim, Renee Mauborgne. Blue Ocean Strategy 2017
- Peter Doyle. Value-based Marketing_ Marketing Strategies for Corporate Growth and Shareholder Value 2010 and later
- W. Chan Kim and Renée Mauborgne. The Blue Ocean Strategy Reader_ The iconic articles by W. Chan KimRenée Mauborgne 2017

Reading (additional)

- Bruce Hoag, Cary L. Cooper. Managing Value-based Organizations_ It's Not What You ThinkManaging Value-based Organizations_ It's Not What You Think 2006

Odniesienie efektów przedmiotowych do efektów kierunkowych, treści kształcenia, metod weryfikacji

| SYMBOL | REFERENCE OF A GIVEN OUTCOME TO THE PROFILE OUTCOME | REFERENCE OF A GIVEN OUTCOME TO THE COURSE CONTENT | REFERENCE OF A GIVEN OUTCOME TO THE VERIFICATION METHODS |
|---------------------------|--|--|--|
| KNOWLEDGE | | | |
| P_W1 | Zarz_WG01_Mgr Zarz_WG02_Mgr Zarz_WG03_Mgr Zarz_WG05_Mgr Zarz_WG06_Mgr Zarz_WG10_Mgr Zarz_WK04_Mgr Zarz_WK05_Mgr | 1 | exam |
| P_W2 | Zarz_WG01_Mgr Zarz_WG03_Mgr | 1 | exam |
| SYMBOL | REFERENCE OF A GIVEN OUTCOME TO THE PROFILE OUTCOME | REFERENCE OF A GIVEN OUTCOME TO THE COURSE CONTENT | REFERENCE OF A GIVEN OUTCOME TO THE VERIFICATION METHODS |
| SKILLS | | | |
| P_U1 | Zarz_UW01_Mgr Zarz_UW02_Mgr Zarz_UW11_Mgr Zarz_UK01_Mgr | 1 2 | exercises written test Activity during the lectures and exercises case studies discussion |
| P_U2 | Zarz_UW02_Mgr Zarz_UW03_Mgr Zarz_UW04_Mgr Zarz_UW06_Mgr | 1 2 | exercises pass test Activity during classes Case studies discussion |
| SYMBOL | REFERENCE OF A GIVEN OUTCOME TO THE PROFILE OUTCOME | REFERENCE OF A GIVEN OUTCOME TO THE COURSE CONTENT | REFERENCE OF A GIVEN OUTCOME TO THE VERIFICATION METHODS |
| SOCIAL COMPETENCES | | | |
| P_K1 | Zarz_KK01_Mgr Zarz_KK02_Mgr Zarz_KK03_Mgr Zarz_KO04_Mgr Zarz_KO05_Mgr | 2 | Activity during the lectures and exercises |