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**Summer School of Management 2024**  
**Sustainability challenges in modern business**  
*course syllabus*

**1. Course description**

a. Course name

Strategic management for ESG & Project Challenges - Workshop

b. Lecturer

Ewa Popowicz

c. Hours

5+5

d. General description – course content

The module focuses on key issues regarding the strategies implemented by enterprises. It develops the ability to formulate a business strategy and make strategic choices. The module highlights issues related to the typology of strategies in a multi-level approach.

During the course, students will go through the strategic management process. They will learn essential aspects at each stage of analysis and strategy formulation, which they will then use in practice for the needs of their chosen organization. The primary condition related to the project will be the consideration of ESG (Environment, Social and Governance) aspects.

e. Learning outcomes

Knowledge:

1. Providing knowledge about selected typologies of strategies and business model.
2. Sharing knowledge about key strategic management dilemmas implying long-term competitive advantage.
3. Presenting tools for conducting a complex strategic analysis.

Skills:

1. Developing practical skills in choosing and formulating business strategies.
2. Ability to identify strategic options and make choices related to the type of strategy.
3. Ability to analyze business strategies using professional knowledge.

Competences:

1. Identifies and understands possible solutions to strategic dilemmas in the team.
2. Makes decisions regarding the organization's strategy and is able to justify the decisions.
3. Collaborates effectively in a team, communicates inside the work team

f. Literature

1. Competitive strategy : techniques for analyzing industries and competitors, Porter, Michael E, 1980, Publisher: New York, NY: Free Press
2. Good Strategy Bad Strategy, Rumelt Richard, 2017, Publisher: Profile Books Ltd
3. Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers, Osterwalder Alexander, Pigneur Yves, Publisher: Willey, 2010.