

DESCRIPTION OF STUDY COURSE

Course unit title	Strategic Management
Programme	Bachelor International Finance
Year of study	3rd year
Level of course unit (e.g. first, second or third cycle)	First, Bachelor's study
Course unit code	BFa030
Name of lecturer(s)	Dr.Tatjana Volkova
Credit points	3 ECTS
Language of instruction	English
Type of course unit (compulsory, optional)	Compulsory
Semester when the course unit is delivered	5
Mode of delivery	face-to-face
Aim of Course	The aim of the course is to provide students with general understanding of company competitiveness and the nature of strategic business management; develop students' knowledge and skills in business management decision making in order to ensure successful long-term development; provide understanding about company's core strategies
Preliminary knowledge (prerequisites and co-requisites)	Organization Management, Marketing, Business and Financial Planning
Course contents	<ol style="list-style-type: none"> 1. The aim and the process of strategic management. Company competitiveness. Competitive advantage. Roots of competitive advantage. Value of company. 2. Identifying strategic directions. Setting company goals with the Balanced Scorecard approach. 3. Methods and approaches for internal and external environment analysis. 4. Company's generic functional level strategies. Ensuring superior efficiency. Ensuring superior quality. Ensuring superior innovation. Ensuring superior customer responsiveness. 5. Company's generic business level strategies. Cost leadership strategy. Differentiation strategy. Focused cost leadership strategy. Focused differentiation strategy. 6. Company's generic corporate level strategies. Integration and diversification. 7. Case analysis. 8. Main issues of strategy implementation.
Planned learning activities and teaching methods	<p>The student attends lectures; participates in seminars; submits his/her individual assignment; presents group work.</p> <p>The total evaluation of the study course consists of 10% individual work; 40% group work, 20% attendance, 30% case analysis and its presentation in the classroom setting.</p>



**BA School of Business and Finance & SBS Swiss Business School
collaboration Study Programme BF International Finance/ BBA
International Management**

	Teaching methods				Student work load (1 CP = 40 hours of student work)
	Lecture				50%
	Group work				15%
	Independent work/ work on a presentation				15%
	Work at the library, independent studies				20%
					Total 80 hours
Learning outcomes of the course unit	<ol style="list-style-type: none"> The student has comprehensive knowledge about the strategic management process. The student is able to identify strategies relevant for the company The student is able to analyze, systematize and integrate the acquired information independently; is able to explain and provide arguments in a discussion about strategic management issues. 				
Assessment methods and criteria	Study outcomes				
	The form of assessment				
	Written work in a classroom	1.	2.	3.	
	Independent work and its presentation	x	x	x	
Recommended or required reading	<p>Compulsory literature:</p> <ol style="list-style-type: none"> <i>Strategic Management: Theory & Cases: An Integrated Approach, 13th edition</i>, Jones, G.R., Hill, C.W. L. Cengage Learning, 2019. <p>Recommended literature:</p> <ol style="list-style-type: none"> <i>Financial Times, Wall Street Journal, The Economist, Business Central Europe</i> 				
Recommended optional programme components	To be agreed at the start of the course				