

## DESCRIPTION OF A STUDY COURSE

<b>Course unit title</b>	<b>Organizational Strategies</b>	
<b>Programme</b>	<b>Business Administration</b>	
<b>Year of study</b>	<b>1st</b>	
<b>Level of course unit</b>	<b>Master's Study</b>	
<b>Course unit code</b>	<b>MV008</b>	
<b>Name of lecturer(s)</b>	<b>Professor Tatjana Volkova</b>	
<b>Credit points</b>	<b>2</b>	
<b>Number of ECTS credits allocated</b>	<b>3</b>	
<b>Language of instruction</b>	<b>Latvian or English</b>	
<b>Type of course unit (compulsory, optional)</b>	<b>Compulsory</b>	
<b>Semester when the course unit is delivered</b>	<b>1st</b>	
<b>Mode of delivery</b>	<b>Face-to-face</b>	
<b>Aim of Course</b>	The aim of the course is to provide students with understanding about the strategic management and strategies locally and internationally, ensure understanding about business model types and corporate governance theory and decision making.	
<b>Preliminary knowledge</b>	Organizational Management	
<b>Course contents</b>	No	Title
	1	Strategic planning principles and latest trends in strategic management.
	2	Strategic foresight. Robotics and automation, big data, blockchains and their impact on business.
	3	The levels of business strategies, generic strategies and entry modes in the international market.
	4	Implementation of strategies and related challenges in the digital age.
	5	Types of business models and multiple business models management, business models innovations.

	6	Strategic leadership, corporate governance theory, business ethics in decision making.	
<b>The study course calendar</b>	No	Topic	Type of assessment
	1	Strategic planning principles and latest trends in strategic management.	Literature discussion
	2	Strategic foresight. Robotics and automation, big data, blockchains and their impact on business.	Group work and the presentation
	3	The levels of business strategies, generic strategies and entry modes in the international market.	Group work and the presentation
	4	Implementation of strategies and related challenges in the digital age.	Literature discussion
	5	Types of business models and multiple business models management, business models innovations.	Group work and the presentation
	6	Strategic leadership, corporate governance theory, business ethics in decision making.	Group work and the presentation
<b>Planned learning activities and teaching methods</b>	Assessment of learning outcomes		Distribution (%)
	Individual work; Individual work and the presentation		50%
	Group work and the presentation		50%
	Total (%):		100%
	Teaching methods		Student workload (h)
	Case study		6
	Literature review/analysis		6
	Essay on topic by choice		6
	Video recording analysis		4
	Lecturer-led group assignments		2
	Debates		2
	Individual and group work		30
	Work in the library		24
Total (h):		80	
<b>Planned learning outcomes</b>	No	Learning outcomes	No of progr. study results
	1	Able to demonstrate advanced knowledge about scientific theories, methods, principles and latest research related findings to strategic management.	1,2
	2	Able to analyze complex, multidisciplinary problems and apply latest knowledge in different industries in the fast changing environment.	3,4,5
	3	Able to develop strategies of organization, to plan and coordinate organization activities and monitor strategies for ensuring sustainability and implementation of plans, efficient use of resources for the benefit of organization and society.	7
	4	Able to analyze complex, multidisciplinary problems and apply new knowledge in different industries in a fast changing environment.	6,10

Assessment methods and criteria	Learning outcomes	1	2	3	4
	Assessment methods				
	Individual work; Individual work and the presentation	•			•
Group work and the presentation			•	•	
<b>Mandatory and supplementary literature</b>	<p>1.Boeck and George (2017), The Business model book: design, build and adapt business ideas that drive business growth, UK, Pearson.</p> <p>2.Mikhalkina&amp;Cabantous (2015), Business model innovation: how iconic business models emerge. Advances in Strategic Management.</p> <p>3. Strategic Management: Theory: An Integrated (2016), Approach by Charles W. L. Hill, Melissa A. Schilling , et al.</p> <p>4.Guerras_Martin L.A. et.al (2014) The evolution of strategic management research: Recent trends and current directions; BRQ, 17, 69-76;</p> <p>5. studies.ba.lv. Moodle materials (case studies, articles, presentations, video, audio etc.)</p>				