

Course Unit Information Sheet

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| University: <i>Alexander Dubček University in Trenčín</i> | |
| Faculty: <i>Faculty of Social and Economic Relations</i> | |
| Course unit code: <i>LZPV6</i> | Course unit title: <i>Strategic Management in Organizations</i> |
| Planned types, learning activities and teaching methods: <i>2/2 weekly</i> | |
| Number of credits: <i>5</i> | |
| Recommended semester/trimester: <i>2nd semester</i> | |
| Degree of study: <i>III (PhD.)</i> | |
| Course prerequisites: <i>LZP13 Management, LZP28 Marketing</i> | |
| Assessment methods: <i>Continuous assessment: at least 80% attendance in lectures is required (30 score points). In addition, writing and presenting a term project (up to 70 score points) is required. In total, 100 points can be obtained, minimum score required is 70 points. The grading system is as follows: (E)-70 to 74 points, (D)-75 to 82 points, (C)-83 to 88 points, (B)-89 to 92 points, (A)-93-100 points.</i> | |
| Learning outcomes: <i>Students will get a deeper insight into strategic management which is intended to achieve higher efficiency and effectiveness in attaining strategic goals of companies. Students will also acquire practical skills in applying analytical and analytical-synthetic methods and techniques to examine the environment, and to develop and update strategies. Moreover, students should be familiar with the basic approaches to develop visions, missions and goals of organizations, and to analyse the external environment, sector environment and internal environment. Additionally, students should also be able to handle strategy implementation and strategy control. Last but not least, students should understand corporate, entrepreneurial and functional strategies in terms of attaining competitiveness in the global market.</i> | |
| Course unit contents: | |
| <ol style="list-style-type: none"> 1. <i>Introduction to Strategic Management.</i> 2. <i>Historical context of strategic management development.</i> 3. <i>Sources of strategic management in organizations (visions, missions and strategic goals).</i> 4. <i>Analysis of the organizational environment (macro-environment, middle and micro-environment).</i> 5. <i>Methods, tools and procedures for organizational strategy development.</i> 6. <i>Organization strategy assessment.</i> 7. <i>Methods and procedures for organizational strategy implementation.</i> 8. <i>Strategy implementation and change management.</i> 9. <i>Functional strategies in organizations: manufacturing, marketing, business, etc.</i> 10. <i>Developing functional strategies in organizations.</i> 11. <i>Mechanisms to align and implement functional strategies in organizations.</i> 12. <i>Current trends in organizational strategic management.</i> | |
| Recommended reading: | |
| <p><i>David Fred, R., David Forest, R. (2014). Strategic Management: A Competitive Advantage Approach, Concepts & Cases. Prentice Hall. ISBN 978-0133444797</i></p> <p><i>Fotr, J., Vacík, E., Souček, I., Špaček, M., Hájek, S. (2012). Tvorba strategie a strategické plánování. Grada Publishing, a. s. ISBN 978-80-247-3985-4</i></p> <p><i>Grant, R. M. (2013). Contemporary Strategy Analysis Text Only. Wiley. ISBN 978-1119941880</i></p> <p><i>Harvard Business School Press (2005). Strategy: Create and Implement the Best Strategy for Your Business. Harvard Business School Press. ISBN 978-1591396321</i></p> <p><i>Hill, Ch. W. L., Jones, G. R. (2012). Strategic Management: An Integrated Approach.</i></p> | |

| <p><i>South-Western College Pub. ISBN 978-1111825843</i></p> <p><i>Hitt, M. A., Ireland, R.D., Hoskisson, R.E. (2014). Strategic Management. Competitiveness and Globalization - Concepts and Case. South-Western College Pub. ISBN 978-1285425177</i></p> <p><i>Charvát, J. (2006). Firemní strategie pro praxi. Grada Publishing, a. s. ISBN 80-247-1389-6</i></p> <p><i>Kaplan, R. S., P. Norton, D. P. (2009). Balanced scorecard - Strategický systém měření výkonnosti podniku. Praha: Management Press. ISBN 978-80-7261-177-5</i></p> <p><i>Kim, W. CH. (2015). Blue Ocean Strategy, Expanded Edition: How to Create Uncontested Market Space and Make the Competition Irrelevant. Harvard Business Review Press. ISBN 978-1625274496</i></p> <p><i>Lafley, A. G., Martin, R. G. (2013). Playing to Win: How Strategy Really Works. Harvard Business Review Press. ISBN 978-1422187395</i></p> <p><i>Magretta, J. (2011). Understanding Michael Porter: The Essential Guide to Competition and Strategy. Harvard Business Review Press. ISBN 978-1422160596</i></p> <p><i>Marinič, P. (2008). Plánování a tvorba hodnoty firmy. Grada Publishing, a. s. ISBN 978-80-247-2432-4</i></p> <p><i>Peng, W. M. (2008). Global Strategy. South-Western College Pub. ISBN 978-0324590999</i></p> <p><i>Porter, M. E., Kin, W. CH. (2011). HBR's 10 Must Reads on Strategy (including featured article "What Is Strategy?" by Michael E. Porter). Harvard Business Review Press. ISBN 978-1422157985</i></p> <p><i>Rumelt, R. (2011). Good Strategy Bad Strategy: The Difference and Why It Matters. Crown Business. ISBN 978-0307886231</i></p> <p><i>Sharp, S. (2009). Competitive Intelligence Advantage: How to Minimize Risk, Avoid Surprises, and Grow Your Business in a Changing World. John Wiley & Sons. ISBN 978-0470293171</i></p> <p><i>Thompson, A., Peteraf, M., Gamble, J., Strickland, A. J. (2011). Crafting & Executing Strategy: The Quest for Competitive Advantage: Concepts and Cases. McGraw-Hill/Irwin. ISBN 978-0078112720</i></p> | | | | | | | | | | | | |
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| <p>Language: Slovak</p> | | | | | | | | | | | | |
| <p>Remarks: The course unit is offered in the 1st year of study, full time/summer semester or in the 2nd year of study, part-time/winter semester. A compulsory - optional course unit.</p> | | | | | | | | | | | | |
| <p>Evaluation history</p> <p>Total number of students assessed: 0</p> <table border="1"> <thead> <tr> <th>A</th> <th>B</th> <th>C</th> <th>D</th> <th>E</th> <th>FX</th> </tr> </thead> <tbody> <tr> <td>a</td> <td>b</td> <td>c</td> <td>d</td> <td>e</td> <td>fx</td> </tr> </tbody> </table> | A | B | C | D | E | FX | a | b | c | d | e | fx |
| A | B | C | D | E | FX | | | | | | | |
| a | b | c | d | e | fx | | | | | | | |
| <p>Lecturer: Prof. Ing. Mag. Dr. Herbert Strunz, PhD. – course unit lecturer</p> | | | | | | | | | | | | |
| <p>Last modification: March 30, 2016</p> | | | | | | | | | | | | |
| <p>Supervisors: Prof. Ing. Mag. Dr. Herbert Strunz, PhD., Assoc. Prof. Mgr. Sergej Vojtovič, DrSc., Assoc. Prof. Ing. Adriana Grenčíková, PhD. – guarantors of the Human Resources and Personnel Management program of study</p> | | | | | | | | | | | | |