

Information sheet for the course Strategic Management in English

University: <i>Alexander Dubček University of Trenčín</i>	
Faculty: <i>Faculty of Social and Economic Relations</i>	
Course unit code: <i>LZP48</i>	Course unit title: <i>Strategic Management in English</i>
Type of course unit: <i>compulsory</i>	
Planned types, learning activities and teaching methods: <i>Lecture: 2 hours weekly/28 hours per semester of study; face to face</i> <i>Seminar:</i>	
Number of credits: <i>4</i>	
Recommended semester: <i>2nd semester 1st year</i>	
Degree of study: <i>II. (engineer, magister)</i>	
Course prerequisites: <i>none</i>	
Assesment methods: <i>During the semester there is one seminar paper for 30 points: Evaluation A – at least 28 points, Evaluation B – at least 25 points, Evaluation C – at least 22 points, Evaluation D - at least 19 points, Evaluation E – at least 16 points. Credits are not be granted to a student who obtains less than 16 points from the seminar paper. Final assessment at the end of the semester during the examination period: Exam. Final evaluation: Achieved average.</i>	
Learning outcomes of the course unit: <i>A student completing the course acquires an overview of the theoretical bases of strategic management aimed to achieve greater efficiency and effectiveness in achieving the strategic objectives of the company. The student will learn to formulate and implement strategies in the company. The student will understand the issues of strategic management in connection to the achievement of competitiveness in the global environment, current issues of formulaiton and implementation of corporate strategy. After successful completion of a learning process the student is ready to pursue further university studies.</i>	
Course contents: <i>1. Introduction to the lectures - content of the course, recommended literature, the conditions for the test.</i> <i>2. Characteristics of strategic management.</i> <i>3. The basic position of the mechanism theories of strategic management.</i> <i>4. Target orientation of an enterprise.</i> <i>5. Starting points for strategic components of the external environment.</i> <i>6. Analysis of the competitive advantages of the company and product.</i> <i>7. Models of strategic choice.</i> <i>8. Formation of strategies in the enterprise</i> <i>9. Management of corporate portfolio.</i> <i>10. Evaluation of strategies of a diversified company.</i> <i>11. The functional strategies for development of the business entity.</i> <i>12. Implementation of the strategy and control.</i> <i>13. Evaluation of strategic performance of the enterprise</i>	
Recommended of required reading: <i>Karbach, R.– Strunz, H. (Hrsg.): Was heisst und zu welchem Ende studiert man... Management? Plauen Verlag, Wien/Berlin, 2010</i> <i>Karbach, R. – Kútik, J.: Kompendium des Führens. Mercur Verlag, Wien/Berlin 2013</i> <i>Masárová, T. – Strunz, H. – Vojtovič, S. (Eds.): Innovation Processes in Organizations. Mercur Verlag, Wien/Berlin 2013</i>	

Masárová, T. – Vojtovič, S. – Strunz, H. (Hrsg.): *Personalmanagement in bewegten Zeiten*, Plauen Verlag, Wien/Berlin 2012
 Strunz, H. (Hrsg.): *International Business I – Theorie und Fallstudien*. Mercur Verlag, Wien/Berlin 2013
 Strunz, H. – Dorsch, M.: *Werkzeuge des Managements*. Mercur Verlag, Wien/Berlin 2013
 Strunz, H. – Dorsch, M.: *Management*. Mercur Verlag, München 2009
 Strunz, H. – Vojtovič, S.: *Marketing & Sales Management*, Plauen Verlag, Berlin 2012
 Vojtovič, S. – Strunz, H.: *Personalmanagement aus historischer Perspektive*. Mercur Verlag, Wien/Berlin 2012
 Armstrong, M. – Stephens, T.: *Management a leadership*. Grada Publishing, Praha 2008
 Berezhnov, G. V.: *Konkurenčný potenciál podniku*. Kreativne hospodárstvo, Moskva 2007
 Butch, O.V.: *Procesy riadenia*. Kreativne hospodárstvo, Moskva, 2007
 Konečný, M. – Gregušová, M.: *Strategický manažment*. VŠB TU, Ostrava 2012
 Majtán, M. a kol.: *Manažment*, Sprint, Bratislava 2008
 Slávik, Š.: *Strategický manažment*. Sprint, Bratislava 2009
 Svirina, A. A.: *Efektívne riadenie podniku*. Kreativne hospodárstvo, Moskva 2009

Language: English

Remarks:

The course is offered in the summer semester of the first year of full-time graduate studies and in the summer semester of the first year of external graduate studies. This course is mandatory.

Evaluation history:

A	B	C	D	E	FX
14.06	32.81	35.94	0.0	6.25	10.94

Lectures:

prof. Dr. dipl. Rolf Karbach

Last modification: 29.05.2014

Supervisor: *doc. Mgr. Sergej Vojtovič, DrSc.*