

Course identification	Teaching unit : Strategy & Management Module : Strategy Subject : Enterprise strategy: new challenges and opportunities	ECTS credits :the module "Strategy" is divided into two parts, which together bear 5 ECTS credits	Semester : autumn Teaching hours : 12 h Full workload : h
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Objectives of the course :	Give students a basic understanding of business strategy from a historical and theoretical perspective. Provide theoretical knowledge of the strategy forming as a choice of enterprise development directions. Form practical skills for an effective process of organizing and conducting strategic sessions.
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Prerequisites :	Basic knowledge of the most important functions of enterprises in a global context.
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Course contents :	<ol style="list-style-type: none"> 1. Business strategy as a concept <ol style="list-style-type: none"> 1.1. Historical aspects. 1.2. Theories behind enterprises strategies. 1.3. What is a good strategy? Practical cases Battle of Trafalgar and Conquest of the South Pole. 2. Business strategy as goal setting and goal achievement <ol style="list-style-type: none"> 2.1. Resource-based view. Practical case Cow named Lola. 2.2 Product centric strategies. Practical cases Kodak and Netflix 2.3. Customer centric strategies. Practical cases Zappos and Quidzi 2.4 Strategies based on brand awareness. Practical cases Gillette and Burberry 2.5 Innovation based strategies. Practical cases Philips and Gore-Tex 3. Business simulation "Enterprise strategy: how to build and implement?" Step-by-step formation of the strategic session in the framework of practical cases. Understanding strategy as a goal and as a process. Group work 4. Final project. Presentations in groups. Discussions.
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Evaluation :	<ol style="list-style-type: none"> 1. Active participation in the classroom. 2. Work in the process of forming a business strategy in groups. 3. Final presentation of business strategy based on practical case studies.
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Bibliography :	R. Rumelt. Good Strategy Bad Strategy: The Difference and Why It Matters. Crown Business, 2011 A. G. Lafley & Roger L. Martin. Playing to Win: How Strategy Really Works. Harvard Business Press, 2013 R. S. Kaplan & D. P. Norton. Strategy Maps: Converting Intangible Assets into Tangible Outcomes. Boston: Harvard Business School Press, 2004.
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Remarks :	
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