

Strategic Management

Course Workload		Assessment form (examination/ graded test/ ungraded test)
ECTS	Hours	
3	108	Business game to develop a new business model / launch a new product on the market

The Master's Course in Strategic Management will help you understand the key concepts and principles of strategy formulation in an organization. It includes an analysis and discussion of traditional and modern methods of strategy development, including the use of an experimental approach. You will gain knowledge about the terms and concepts of organizational strategy and learn how to discuss them. You will learn how to analyze the strategic position of an organization and how to think about strategic choices. Upon successful completion of this course, you will be able to discuss traditional heuristics for strategy development and reflect on the practice of strategy development itself. You will be familiar with the terms and concepts of organizational strategy used internationally today, and learn to offer new insights into the formulation of the strategy of the organization in which you will work in the future.

Course structure:

1. Review of modern approaches to strategic management

- 1.1. Strategy formulation approaches and strategic management tools
- 1.2. Results-based approaches to strategic management
- 1.3. Experimental approach to strategic management

2. Strategic foresight: analysis of the external and internal business environment and development scenarios

- 2.1. Fundamentals of design thinking and foresight techniques
- 2.2. Analysis of the external and internal business environment
- 2.3. Development of development scenarios and risk assessment

3. Coordination of organizational goals between key stakeholders: agency conflict and choice of strategy corporate governance

- 3.1. Identification of key stakeholders
- 3.2. Agency conflict analysis
- 3.3. Choice of corporate governance strategy

4. Selecting and updating business models: new markets, products, innovations

- 4.1. Exploring new markets
- 4.2. Development of new products and services
- 4.3. Innovation in business models