

Tárgytematika / Course Description**Advanced Strategic Management****KGNM_MMTA014****Tárgyfelelős neve /****Teacher's name:** dr. Papp Ilona**Félév / Semester:** 2021/22/1**Beszámolási forma /****Assesment:** Vizsga**Tárgy heti óraszám /****Teaching hours(week):** 2/0/0**Tárgy féléves óraszám /****Teaching hours(sem.):** 0/0/0**OKTATÁS CÉLJA / AIM OF THE COURSE**

Developing a general management perspective

Understanding the fundamental concepts in strategic management: strategy identification and evaluation, firm strategic analysis, industry analysis, competitor analysis, firm and industry evolution strategic responses to external changes, corporate strategy etc.

Understanding the impact of external environmental forces and of strategic actions by the firm and its rivals on business and corporate strategy.

TANTÁRGY TARTALMA / DESCRIPTION

Brief course content:

This course introduces the concept of strategic management through readings, discussion and case analyses, and considers the basic direction and goals of an organization, the environment (social, political, technological, economic and global factors), industry and market structure, and organizational strengths and weakness. The emphasis is on the development and successful implementation of strategy in different types of firms across industries.

Schedule according to weeks of education:

1: What Is Strategy and the Strategic Management Process?

2: Evaluating a Firm's External Environment

- 3: Evaluating a Firm's Internal Capabilities
- 4: Continue: Evaluating a Firm's Internal Capabilities (Case Study)
- 5: Cost Leadership
- 6: Product Differentiation
- 7: Continue: Product Differentiation
- 8: Vertical Integration
- 9: Continue: Vertical Integration
- 10: Corporate Diversification (Case Study)
- 11: Organizing to Implement Corporate Diversification
- 12: Strategic Alliances
- 13: Mergers and Acquisitions
- 14: International Strategies

SZÁMONKÉRÉSI ÉS ÉRTÉKELÉSI RENDSZERE / ASSESMENT'S METHOD

Exam

KÖTELEZŐ IRODALOM / OBLIGATORY MATERIAL

Compulsory literature:

Barney J. and Hesterly, W., Strategic Management and Competitive Advantage, 5th Edition, Prentice Hall, 2015.

Recommended literature:

David F., Strategic Management: Concepts and Cases, 14th Edition, Pearson 2013.