

Tárgytematika / Course Description **Advanced Strategic Management**

KGNM_MMTA014

Tárgyfelelős neve /

Teacher's name: dr. Papp Ilona

Félév / Semester: 2023/24/1

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 weaknesses. 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: Course requirements and subject brief

2: What Is Strategy and the Strategic Management Process/ Evaluating a Firm's External Environment/ Evaluating a Firm's Internal Capabilities.

3: Cost Leadership.

4: Product Differentiation.

5: Vertical Integration.

6: Corporate Diversification/ Organizing to Implement Corporate Diversification.

7: 1st Mid term.

8: Strategic Alliances.

9: No class

10: Mergers and Acquisitions.

11: International Strategies.

12: Strategy Implementation.

13: No class/ Project submission deadline

14: 2nd Mid term.

SZÁMONKÉRÉSI ÉS ÉRTÉKELÉSI RENDSZERE / ASSESMENT'S METHOD

Signature requirements:

To attend one mid-term exam at least and to submit the project. You need to collect a minimum of 60 points to get the signature.

1st Mid-term= 30%

2nd Mid term= 30%

Project= 40%

Project submission deadline: 29-Nov-2023

5th of December I will make 2 consultation hours in case you need to discuss your projects with me.

At my office in the Management Campus - Office Number 107 on Tuesday 09:00 am - 11: 00 am

Final examination period: 11/Dec- 27/January. The exam will be worth 60%, it will cover the whole semester material. The project points (40%) will be counted in your final grade.

Offered grades: If you got 2 it is not acceptable, you must apply for the final exam. The offered grades are only 3, 4 or 5.

Grading scale:

5 (excellent) = 90-100%

4 (good) = 80-89%

3 (average) = 70-79%

2 (poor) = 60-69%

1 (very poor) = 0-59%"

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.

AJÁNLOTT IRODALOM / RECOMMENDED MATERIAL