



Business models and evolutionary strategic development (CB-011) (ÄRIMUDELID JA STRATEEGILINE JUHTIMINE)

SUBJECT DESCRIPTION

Credits (ECTS)	10.00 ECTS
Assessment	grading
Aim of the subject and short description	
Understanding the strategy concept. Organizations overall objective ? the basis and formulation. Analysis of the company's competitive environment. Analysis of long?term developments surrounding world - scenario formulation. Analysis and understanding of the company's value-added activities. Development of strategic intentions ? competitive advantages and strategy evaluation. Design of an overall business strategy. Implementation of the strategic intentions. Implementation tools. Positioning strategy. Competitive strategy. Value?innovation and business model development	
Learning outcomes:	
Student: <ol style="list-style-type: none">1. Develop and effectively implement strategic intentions2. Create his/ her own development of business model and strategy.	