



Business models and evolutionary strategic development (CB-023)
(ÄRIMUDELID JA STRATEEGILINE JUHTIMINE)

SUBJECT DESCRIPTION

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| Credits (ECTS) | 6.00 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. | |

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