



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

**SUBJECT DESCRIPTION**

<b>Credits (ECTS)</b>	6.00 ECTS
<b>Assessment</b>	grading
<b>Aim of the subject and short description</b>	
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	
<b>Learning outcomes:</b>	
Student: <ol style="list-style-type: none"><li>1. Develop and effectively implement strategic intentions</li><li>2. Create his/ her own development of business model and strategy.</li></ol>	

□