



## Strategic management (IBA-935)

(STRATEEGILINE JUHTIMINE)

### SUBJECT DESCRIPTION

<b>Credits (ECTS)</b>	3.00 ECTS
<b>Assessment</b>	grading
<b>Aim of the subject and short description</b>	
The concept of strategy, its history, and different schools of strategic management. The concept and stages of strategic management. Strategy of a business unit. The main components of strategic orientation: core values, identifying the area of business, mission and vision, aims. Analysis: landscape of business activity and competition, Porter's five forces of competition, analysis of business area and enterprise. SWOT analysis. Enterprise competitive position evaluation and its influence on strategic choices. Implementing, checking and evaluating strategy.	
<b>Learning outcomes:</b>	
Student: <ol style="list-style-type: none"><li>1. understands the essence and importance of strategic thinking</li><li>2. knows the variety of strategic choices</li><li>3. applies models and tools of strategic analysis and planning</li></ol>	