



STRATEGIC MANAGEMENT IN THE LEISURE AND ENTERTAINMENT INDUSTRY

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| Credit points: | 3 CP |
| Study course annotation | The course provides knowledge about strategies in different types of organisations and companies in the leisure and entertainment industry, and introduces the functions and methods of the strategic management mechanism. The course introduces students to different strategies, levels of strategic management. It provides knowledge on the role and importance of the manager in the implementation of strategy in the organisation. |
| Aim of the study course | To promote understanding of different levels and types of strategies in the leisure and entertainment industry, as well as to develop independent thinking, an analytical approach to assessing different management situations and to learn how to make optimal decisions in strategy selection and implementation. |
| Tasks of the study course | <ul style="list-style-type: none"> - to acquire knowledge about the nature of the company's business in the leisure and entertainment industry, strategic analysis of the company's external and internal environment; - to acquire knowledge of the nature of strategic management and the firm's behavioural strategies in the leisure and entertainment industry in today's market economy; - to create an understanding of the levels and types of strategy. |
| Study course plan: | |
| No. | Topics |
| 1. | Introduction to strategic management. Strategic management as a concept. |
| 2. | Developing the mission and goals of a company in the leisure and entertainment industry |
| 3. | Environmental analysis in strategic management |
| 4. | Functional level strategies of the company |
| 5. | Business-level strategies in the leisure and entertainment industry |
| 6. | Corporate level strategies |
| 7. | Pricing strategy development in the leisure and entertainment industry |
| 8. | Corporate pricing and pricing strategies in the leisure and entertainment industry |
| Study results | Knowledge The course provided an introduction to the theoretical issues of business management and the methodology of managing strategies at different levels in the leisure and entertainment industry. After successfully completing this course of study, students will <ul style="list-style-type: none"> - understand the theoretical framework of commercial production management, - demonstrate an understanding of the key concepts and patterns in the development of different levels of company strategies, - know the prerequisites and peculiarities of developing strategies at different levels, - know the prerequisites and characteristics of pricing policy development. |
| | Abilities <ul style="list-style-type: none"> - Students can describe the stages and types of commercial production in the leisure and entertainment industry, as well as different strategies; - are able to make informed objective decisions in strategy development; - are able to evaluate the factors of strategy effectiveness; - are able to apply the acquired theoretical and practical knowledge to ensure their competitiveness in the labour market; - are able to apply the knowledge acquired in the programme in a variety of life and business situations, working in a team or individually. |
| | Competences <ul style="list-style-type: none"> - understand the current strategy of the company; |
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| | <ul style="list-style-type: none">- are able to participate in the design, development, implementation and evaluation of the company's strategy;- are able to assess the implications of changes in the implementation of different pricing strategies;- are able to competently prepare and present projects related to strategic management issues, analyse results and provide management interpretation;- are able to carry out research and studies on business development and strategic management issues and to interpret and analyse the results |
| Form of final examination: | Exam |
| Mandatory literature of the study course: | |
| <ol style="list-style-type: none">1. Caune J., Dzedons A. Stratēģiskā vadīšana. Funkcionālā biznesa un korporatīvā līmeņa stratēģija. – Rīga: BALTA eko, 2004.2. Volkova T., Aneraude B. u.c. Bizness pāri robežām. Praktisks ceļvedis jaunu tirgu apgūšanā. Rīga: LU Akadēmiskais apgāds, 2010. 183 lpp. | |
| Study course supplementary literature: | |
| <ol style="list-style-type: none">1. Stjuarts T., Kirbija Dž. u.c. Stratēģijas atjaunošana. Rīga: SIA Lietišķās informācijas dienests, 2009. 182 lpp.2. Caune J., Dzedons A. Stratēģiskā vadīšana. 2. izd. Rīga: Lidojošā zivs, 2009. 384 lpp.3. Hitt M.A., Ireland R.D., Hoskisson R.E. Strategic Management: competitiveness and globalization. 6th edition Thomson South-western, 2005. 347 p.4. Hitt M. A. Management of Strategy Concepts and Cases / Michael A. Hill, Robert E. Hoskisson, R. Duane Ireland. - Thomson South-Western, 2007. - 223 p.5. Grifins E. Reputācijas vadības stratēģijas. Lietišķās informācijas dienests, 2008. 220 lpp.6. Stjuarts T. u.c. Stratēģijas atjaunošana. Lietišķās informācijas dienests, 2009. 184 lpp.7. Business Concentration and Price Policy / A conference of the Universities - National Bureau Committee for Economic Research. - Princeton University Press London, 1955. - 511 p.8. Аакер Д. А. Стратегическое рыночное управление / пер. с англ. С. Жильцов; под общей ред. Ю.Н. Каптуревского. - 6-е междунар. изд. - Санкт - Петербург: Питер, 2003. - 544 с.9. Томпсон А.А. Стратегический менеджмент: концепции и ситуации: учебник для вузов / А.А. Томпсон, А.Дж. Стрикленд III. - Москва: ИНФРА-М, 2000. - 412 с.10. Стратегическое управление: учебник. Виханский О .С. 2-е изд., перераб. и доп. Москва: Экономистъ, 2005. 292 с. | |
| Periodicals and other sources of information: | |
| <ol style="list-style-type: none">1. Latvijas Ekonomists. Rīga: Mamuts, 2005. ISSN 1025-8922.2. Kapitāls : žurnāls lietišķiem cilvēkiem: krāsains biznesa un ekonomikas žurnāls. Rīga: Lietišķās informācijas dienests, 1998-. ISSN 1407-2505.3. Strategic Management Journal [tiešsaiste]. Online ISSN: 1097-0266 . [skatīts 30.05.2011.]. Pieejams EBSCOhost Business Source Complete http://search.ebscohost.com/login.aspx?direct=true&db=bth&jid=SM4. Business strategy, pieejams: http://businesscasestudies.co.uk/business-theory/strategy/business-strategy.html#axzz2nMRhasnH | |
| During the study process changes and additions to the program and the list of references are possible | |