



## STRATEGIC MANAGEMENT

<b>Credit points:</b>	<b>4 CP</b>
<b>Study course annotation</b>	The course provides knowledge on the strategic management, content and methods of a company. Students acquire knowledge of practical application of strategic management for strategic analysis, planning and management of company activities
<b>Aim of the study course</b>	To promote understanding of the essence of strategic management, to acquaint with the basics of strategic management theory, as well as to develop independent thinking, analytical approach in evaluation of different management situations
<b>Tasks of the study course</b>	<ul style="list-style-type: none"> <li>• to acquire knowledge of the nature and necessity of strategy and strategic management;</li> <li>• to acquaint with the process of formation of the company's mission and goals, strategic analysis of the company's external and internal environment;</li> <li>• give an idea of the stages of strategy development.</li> </ul>
<b>Study results</b>	<b>Knowledge</b>
	As a result of the study course students understand the essence and basic principles of strategic management, know the methods of organization of strategic management.
	<b>Abilities</b>
	As a result of the study course students analyze the relationship between management process and activities in the organization, identify problems.
	<b>Competences</b>
	As a result of the study course students develop problem solving decisions, make appropriate decisions on strategy development, integrate acquired knowledge and alternative views on strategic management
<b>Study course plan:</b>	
<b>No.</b>	<b>Topics</b>
1.	Introduction to Strategic Management
2.	Advantages and benefits of strategic management
3.	Formation of company mission and goals
4.	Strategic analysis of external environment of company functioning and development
5.	Complex analysis of the company's internal environment
6.	Strategic decision making
7.	Diversity of strategies
	Exam
<b>Form of final examination:</b>	exam
<b>Mandatory literature of the study course:</b>	
<ol style="list-style-type: none"> <li>1. Caune J., Dzedons A. Stratēģiskā vadīšana. Funkcionālā biznesa un korporatīvā līmeņa stratēģija. – Rīga: BALTA eko, 2004.</li> <li>2. Kalve I. Apsēlot pārmaiņu vējus. Stratēģiskā un pārmaiņu vadība. Rīga: Biznesa augstskola "Turība", 2005. 295 lpp.</li> </ol>	
<b>Study course supplementary literature:</b>	
<ol style="list-style-type: none"> <li>1. Stjuarts T., Kirbija Dž. u.c. Stratēģijas atjaunošana. Rīga: SIA Lietišķās informācijas dienests, 2009. 182 lpp.</li> <li>2. Caune J., Dzedons A. Stratēģiskā vadīšana. 2. izd. Rīga: Lidojošā zivs, 2009. 384 lpp.</li> <li>3. Volkova T., Aneraude B. u.c. Bizness pāri robežām. Praktisks ceļvedis jaunu tirgu apgūšanā. Rīga: LU Akadēmiskais apgāds, 2010. 183 lpp.</li> <li>4. Hitt M.A., Ireland R.D., Hoskisson R.E. Strategic Management: competitiveness and globalization. 6th edition Thomson South-western, 2005. 347 p.</li> <li>5. Hitt M. A. Management of Strategy Concepts and Cases / Michael A. Hill, Robert E. Hoskisson, R. Duane Ireland. - Thomson South-Western, 2007. - 223 p.</li> </ol>	



6. Grifins E. Reputācijas vadības stratēģijas. Lietišķās informācijas dienests, 2008. 220 lpp.
7. Stjuarts T. u.c. Stratēģijas atjaunošana. Lietišķās informācijas dienests, 2009. 184 lpp.

**Periodicals and other sources of information:**

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=SM>
4. 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**