



## COMPANY'S COMMERCIAL PRODUCTION ACTIVITY STRATEGY

<b>Credit points</b>	4 CP		
<b>Duration of the course</b>	5th semester		
<b>Study course annotation</b>	The study course provides knowledge about strategies in various types of organizations and companies, introduces the functions and methods of the strategic management mechanism. The course introduces students to various strategies, levels of strategic management. Provides knowledge about the manager's role and importance of strategy implementation in the organization		
<b>Aim of the study course</b>	The purpose of the discipline is to promote understanding of different levels and types of strategies, as well as to develop independent thinking, an analytical approach to the evaluation of various management situations, and to teach how to make optimal decisions in strategy selection and implementation		
<b>Study course results</b>	<b>Knowledge</b>	<b>Skills</b>	<b>Competences</b>
	<p>as a result of learning the course, the theoretical issues of commercial activity and production management and the methodology of different levels of strategy management were learned. By successfully completing this study course, students</p> <ul style="list-style-type: none"> <li>• understands the theoretical guidelines of commercial production management,</li> <li>• shows an understanding of the most important concepts and regularities in the creation of strategies at different levels of the company,</li> <li>• knows the prerequisites and peculiarities of the development of different levels of strategies</li> </ul>	<ul style="list-style-type: none"> <li>• students are able to describe the stages and types of commercial production activity, as well as various strategies;</li> <li>• able to make thoughtful, objective decisions in strategy development;</li> <li>• knows how to evaluate the effectiveness factors of the strategy;</li> <li>• able to apply acquired theoretical and practical knowledge, ensuring their competitiveness in the labor market;</li> <li>• can apply the knowledge gained in the program in various life and business situations, working in a team or individually.</li> </ul>	<p>able to understand the company's existing strategy;</p> <p>able to get involved in the development, development, implementation and evaluation of the company's strategy;</p> <p>able to prepare competently and present with strategic related to management issues projects, analyze the results and provide management interpretation;</p> <ul style="list-style-type: none"> <li>• able to perform research activities and research on company development and strategic management questions, interpret and analyze their results.</li> </ul>
<b>Study course content</b>	<b>Topics</b>		
	1	Introduction to the study course. Theory of entrepreneurship (commercial activity).	
	2	Company production management. Production theory	
	3	Functional level strategies of the company	
	4	Business level strategies	
	5	Corporate level strategies	



<b>Form of assessment:</b>	Differentiated written assessment
<b>Obligatory literature:</b>	
1. Strategic Management. Text and Cases / Gregory G. Dess, G.T. Lumpkin, Alan B. Eisner. - 4th ed. - McGraw-Hill, 2008. - 484, [455] p.	
<b>Additional reading:</b>	
1. Hitt MA, Ireland RD, Hoskisson RE Strategic Management: competitiveness and globalization. 6th edition Thomson South-western, 2005. 347 p. 2. Hitt MA Management of Strategy Concepts and Cases / Michael A. Hill, Robert E. Hoskisson, R. Duane Ireland. - Thomson South-Western, 2007. - 223 p.	
<b>Other sources of information:</b>	
1. Latvian Economist. Riga: Mamuts, 2005. ISSN 1025-8922. 2. Capital : a magazine for business people: a colorful business and economics magazine. Riga: Applied Information Service, 1998-. ISSN 1407-2505. 3. Strategic Management Journal [online]. Online ISSN: 1097-0266. [accessed 30.05.2011]. Available at EBSCOhost Business Source Complete <a href="http://search.ebscohost.com/login.aspx?direct=true&amp;db=bth&amp;jid=SM">http://search.ebscohost.com/login.aspx?direct=true&amp;db=bth&amp;jid=SM</a> 4. Business strategy, available at: <a href="http://businesscasestudies.co.uk/business-theory/strategy/business-strategy.html#axzz2nMRhasnH">http://businesscasestudies.co.uk/business-theory/strategy/business-strategy.html#axzz2nMRhasnH</a>	
Changes and additions to the program and literature list are possible during the study process	