

STRATEGIC MANAGEMENT

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| Credit points | 4 CP | | |
| Duration of the course | 4th semester | | |
| Study course annotation | The study course provides knowledge about the company's strategic management, content and methods. Students acquire knowledge of the practical application of strategic management in order to carry out strategic analysis, planning and management of the company's operations | | |
| Aim of the study course | To promote understanding of the essence of strategic management, to introduce the basics of strategic management theory, as well as to develop independent thinking, an analytical approach in evaluating various management situations | | |
| Study course results | Knowledge | Skills | Competences |
| | As a result of studying the study course, students understand the essence of strategic management, basic principles, know the methods of organizing strategic management | As a result of learning the study course, students analyze the management process and activities in a joint organization, identify problems | As a result of learning the study course, students develop solutions to problem issues, making appropriate decisions about creating strategies, integrate the acquired knowledge and alternative opinions about strategic management |
| Study course content | Topics | | |
| | 1 | Introduction to strategic management | |
| | 2 | Advantages and benefits of strategic management | |
| | 3 | Creating the company's mission and goals | |
| | 4 | Strategic analysis of the external environment of the company's functioning and development | |
| | 5 | Complex analysis of the company's internal environment | |
| | 6 | Strategic decision-making | |
| | 7 | Diversity of strategies | |
| Form of assessment: | Differentiated written assessment | | |
| Obligatory literature: | | | |
| <ol style="list-style-type: none"> 1. Strategic Management. An Integrated Approach / Charles W.L. Hill, Gareth R. Jones. - 8th ed. - Houghton Mifflin Company, 2008. - 491, [569] p. 2. Strategic Management. Text and Cases / Gregory G. Dess, G.T. Lumpkin, Alan B. Eisner. - 4th ed. - McGraw-Hill, 2008. - 484, [455] p. | | | |
| Additional reading: | | | |
| <ol style="list-style-type: none"> 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. | | | |
| Other sources of information: | | | |
| <ol style="list-style-type: none"> 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
<http://search.ebscohost.com/login.aspx?direct=true&db=bth&jid=SM>
4. Business strategy, available at: <http://businesscasestudies.co.uk/business-theory/strategy/business-strategy.html#axzz2nMRhasnH>

Changes and additions to the program and literature list are possible during the study process