

STRATEGIC MANAGEMENT OF COMPANIES

Course size in CP	6 CP		
Duration of the course	2nd semester/3rd semester		
Abstract of the study course	The study course is dedicated to creating an in-depth understanding of strategic management issues and provides knowledge on solving strategic issues in various types of organizations and companies, introduces the strategic functions and methods of the control mechanism. The organization of the strategic management process is based on the basic principles of systems theory. The course provides knowledge about the stages of the strategy development process, the factors and conditions affecting them. Introduces students to different strategies, levels of strategic management. Provides knowledge about the role and importance of a manager in an organization implementing a strategy		
the study course	The purpose of the discipline is to promote understanding of the nature of strategic management , business strategies , as well as to develop independent thinking, an analytical approach to the evaluation of various management situations, and to learn how to make optimal decisions in strategy selection and implementation.		
Study course results	Knowledge	Skills	Competences
	of strategic management and the methodology of strategic management were learned , knowledge was gained about the current trends in the development of the theory of strategic management . Quickly _ learning this study course, students <ul style="list-style-type: none"> • understand strategic driving theoretical guidelines, • p shows the most important concept and regularity understanding of the company mission and goals in the making, • knows strategic driving mechanisms, levels and types. 	<ul style="list-style-type: none"> • students know to analyze management processes in the organization, formulate problems and tasks for their elimination; • know apply systematic approach management in process for improvement; • know characterize manager style and work methods; • able to accept thoughtful lenses decisions; • know appreciate management process efficiency; • able to use obtained theoretical and practical knowledge, providing own competitiveness at work in the market; • know use in the program obtained knowledge different life and business situations while working a team or individually. 	<ul style="list-style-type: none"> • students s _ independently acquire, select, identify and address management problems in the organization; • know develop of the company mission and formulate actions goals; • able to get involved of the company strategies in development, development, implementation and evaluation; • able to qualified prepare and present with strategic driving questions related projects, to analyze results and provide management interpretation; • able to perform research activities and researches about the company development and strategic driving questions, interpret and analyze their results.
Study course content	Topics		
	1	of the company strategic driving purpose and process. of the company competitiveness . of the company competitive advantage . Enterprise value .	
	2	The concept of strategic management. Company strategy and policy, strategic management process.	



	3	Strategic planning process, main stages .	
	4	Choosing the scope of the company's activity, creating the company's mission and goals	
	5	Strategic analysis of the external environment of the company's functioning and development	
	6	of the company in the complex of internal environment analysis	
	7	Functional level strategy development.	
	8	Business level strategy development.	
	9	Corporate level strategy development.	
	10	Strategy implementation challenges .	
Organization and tasks of students' independent work	The independent work includes the development of individual or group works, within the framework of which at least one presentation must be prepared on the application of the topics presented in the lectures in the development of one's own idea, based on the lecture materials and recommended literature. Course closes With individual project preparation and presentation .		
Test form:	Exam		
Evaluation criteria	Final grade forms	100%	
	A lecture visitation	5	
	Activity and participation in seminars	15	
	3 tasks each 10%	30	
	Final exam	50	
Obligatory literature:			
<ol style="list-style-type: none"> 1. Caune J., Dzedons A. Strategic management. 2nd ed. Riga: Flying Fish, 2009. 384 pages. 2. Forge I. To saddle of change the winds . Strategic and change management . Riga : Business " Turība " university , 2005. 295 pages . 			
Additional reading:			
<ol style="list-style-type: none"> 1. Adizes IK Skillful change management . Riga: <u>Star ABC</u> .2018. 2. J.-C. Spender. Business Strategy: Managing Uncertainty, Opportunity, and Enterprise. 1st Edition. Oxford University Press, 8., 376 p. 3. John P. Kotter. Accelerate: Building Strategic Agility for a Faster -Moving World. - Harvard Business Review Press; 1st edition . , 2014, 224 p. 4. W. Chan Kim and Renee Mauborgne. Blue Ocean Strategy, Expanded Edition: How to Create Uncontested Market Space and Make the Competition Irrelevant. Harvard Business Review Press; Revised ed. Edition. 2015, 320 p. 5. Volkova T., Aneraude B., etc. Business across borders. A practical guide to learning new markets. Riga: LU Academic Press, 2010. 183 pages. 6. Hitt MA, Ireland RD, Hoskisson RE Strategic Management: competitiveness and globalization. 6th edition Thomson South-western, 2005. 347 p. 7. H itt M.A. Management of Strategy Concepts and Cases / Michael A. Hill, Robert E. Hoskisson , R. Duane Ireland. - Thomson South-Western, 2007. - 223 p. 8. Griffin E. Reputations management strategies . Business information service , 2008. 220 p . 9. Stewart T. et al . Strategies restoration . Business information service , 2009. 184 p . 10. Flamholtz E. Управление страницами миниманиями : от теории к практическая /пер. English H.Г. Яцюк . - М.: Эксмо , 2012. -320- с. - (Качественный management) . 11. Thompson A.A. Strategic management: concepts and situations: учебник для узов / А.А. Thompson, A.J. Strickland III . - Moscow: ИНФРА-М, 2000. - 412 с. 			
Other sources of information:			
<ol style="list-style-type: none"> 1. Latvian Economist . Riga : Mamuts , 2005. ISSN 1025-8922. 2. Capital : magazine businessmen for humans : colorful business and economics magazine . Riga : Business information service , 1998-. ISSN 1407-2505. 			



3. Strategic Management Journal [online]. Online ISSN: 1097-0266 . [viewed on 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