

Information sheet for the course

University: <i>Alexander Dubček University of Trenčín</i>	
Faculty: <i>Faculty of Social and Economic Relations</i>	
Course unit code: KMaREZ/StrMAJ/2Iz1dB/22	Course unit title: <i>Strategic management in English language</i>
<p>Type, scope and method of learning activities: <i>Weekly number of teaching hours in the form of lectures, seminars: full-time form 2/1;</i> <i>Teaching method: face to face / combined</i></p> <p><i>Weekly number of teaching hours in the form of lectures, seminars: part-time form 2/1;</i> <i>Teaching method: face to face / combined</i></p>	
Number of credits: 4	
Recommended semester/trimester of study: <i>2nd semester in the full-time form of study and 2nd semester in the part-time form of study within the Human Resources and Personnel Management study program</i>	
Degree of study: <i>II. (Master)</i>	
Course prerequisites:	
<p>Assessment methods: <i>A student may receive a maximum of 100 points in total, including 30 points for the preliminary assessment and 70 points for the final assessment.</i> <i>The preliminary assessment consists of:</i> <i>- Seminar paper.</i> <i>The final assessment consists of:</i> <i>- Examination.</i> <i>Assessment:</i> <i>A from 100-93 points; B from 92- 85 points; C from 84-76 points; D from 75-68 points; E from 67-60 points, Fx less than 60 points.</i></p>	
<p>Learning outcomes: <i>By completing the course, the student will gain an overview of the theoretical basis of strategic management in order to achieve greater economy and efficiency in achieving the strategic goals of the company. The student will be able to formulate and implement strategies in an enterprise. The student will understand the issues of strategic management in relation to achieving competitiveness in the global environment, current issues of strategy formulation and implementation in the enterprise. Upon successful completion of the learning process, the student will be prepared to pursue further higher education.</i> <i>Theoretical knowledge:</i> <i>- Analyze the conditions and contexts influencing the laws of development of the concept of human resources.</i> <i>- Apply specific methods and approaches of human resource management in organisations. appropriate to these conditions and contexts.</i> <i>Practical skills:</i> <i>- Ensure the integration of human resource management with the strategic needs of the organisation through human resource management activities (philosophy, policies, programmes and management practices human resource policies and practices) and embedding them in the overall planning and evaluation process the organisation's assessment and evaluation process.</i> <i>Competencies:</i> <i>- Innovativeness/creativity/conceptual thinking. Graduates have a creative and imaginative</i></p>	

approach to work. They are able to observe, critically sort and independently implement the latest knowledge into practice. They have the ability to respond flexibly to unexpected situations and to use their improvisational skills, adaptability and flexibility in thinking. They are able to identify and develop individuals with high who create significant value for the organisation.

- Leadership. Graduates demonstrate the ability to work effectively as a member or leader of a team. They can Motivate team members and build strong working relationships within the team and with other stakeholders groups of people (stakeholders).

Course contents:

- 1. Introduction to lectures - course content, recommended readings, exam prerequisites.*
- 2. Characteristics of strategic management.*
- 3. The basic position of theories of strategic management mechanism.*
- 4. Goal orientation of a business entity.*
- 5. Initial strategic components of the external environment.*
- 6. Analysis of the competitive advantages of the enterprise and goods.*
- 7. Models of strategic choice.*
- 8. Formation of strategies of a business entity.*
- 9. Enterprise portfolio management.*
- 10. Evaluating the strategies of a diversified company.*
- 11. Functional strategies for the development of a business entity.*
- 12. Strategy implementation and control. Evaluation of the strategic performance of the enterprise.*

Recommended and required reading:

- Rothaermel, F.: Strategic Management: Concepts 4th Edition. McGraw-Hill Higher Education, 2018. ISBN: 978-1259927621*
- Dess, G. - McNamara, G. - Eisner, A. - Lee, S-H.: Strategic Management Text And Cases Paperback – International Edition. McGraw-Hill Education, 2020. ISBN: 978-1260575255*
- Amason, A. A. - Ward, A.: Strategic Management: From Theory to Practice. Routledge, 2020. ISBN: 978-0367430054*
- Gamble, J. - Peteraf, M. - Thompson, A.: Essentials Of Strategic Management. McGraw-Hill Education, 2020. ISBN: 978-1260575668*

Language: *English*

Remarks:

The course is a compulsory elective. Teaching is provided according to capacity and student interest.

Full-time study:

- Lectures and seminars 24+12 = 36 hours*
- Preparation for lectures and seminars = 36 hours*
- Preparation of seminar paper = 17 hours*
- Exam preparation = 11 hours*

Total: 100 hours

Student contact workload: 36 hours,

non-contact: 64 hours

Part-time study:

- Lectures and seminars 10+5 = 15 hours*
- Preparation for lectures and seminars = 57 hours*
- Preparation of seminar paper = 17 hours*
- Exam preparation = 11 hours*

Total: 100 hours

*Student contact workload: 15 hours,
non-contact: 85 hours
Note: (4*25 = 100, 1 credit represents 25-30 hours of student work)*

Evaluation history:
Total number of evaluated students:

A	B	C	D	E	FX

Lecturers:
prof. Yuriy Bilan, Ph.D.

Last modification:

Approved by:
doc. PhDr. Zoltán Rózsa, PhD.