

<b>Subject code</b>	<b>Credits</b>
VAD4005	6

**Course title in Lithuanian**

**STRATEGINIS VALDYMAS**

**Course title in English**

**STRATEGIC MANAGEMENT**

**Short course annotation in Lithuanian (up to 500 characters)**

Dalyko paskirtis - studijuoti teorinius ir praktinius strateginio valdymo pagrindus. Baigę dalyką studentai gebės taikyti verslo organizacijose strateginio valdymo principus, atlikti organizacijos strateginę vidinės ir išorinės aplinkų analizę, formuluoti strategiją, ją įgyvendinti ir kontroliuoti įgyvendinimą, taikant strateginiam valdymui naudojamus metodus.

**Short course annotation in English (up to 500 characters)**

The aim of the course is to study theoretical and practical backgrounds of strategic management. During the course students will develop competencies in the field of strategic management of business organizations: making strategic environmental analysis, formulating strategic alternatives, making the choice of the best strategy taking into account environmental conditions, implementing, monitoring and evaluating strategy implementation.

**Prerequisites for entering the course**

Microeconomics; Macroeconomics; Fundamentals of Finances; Financial Accounting.

**Course aim**

To teach students to apply the knowledge of strategic management taking into account peculiarities of business internal and external environment, to plan strategic management activities and to apply the methods intended for their fulfilment.

**Content**

No	Content (topics)
1.	Development of strategic management.
2.	Strategic management and competitiveness: notions, content.
3.	Missions, visions, the formation/formulation of strategic aims.
4.	Logic, ways and instruments of carrying out an external environment analysis.
5.	Logic, ways and instruments of carrying out an internal environment analysis.
6.	Logic and principles of the compilation of SWOT matrix.
7.	Strategy design: the development of alternatives and the selection of final strategy.
8.	Strategy implementation: the formation of programmes and procedures, the drawing up of budgets.
9.	Evaluation and control of strategy implementation: the selection and use of methods and instruments.
10.	Stages and activities of strategic management process.

**Distribution of workload for students (contact and independent work hours)**

<b>Lectures and case analyses</b>	<b>30 hours</b>
<b>Seminars and case analyses</b>	<b>15 hours</b>
<b>Team work (employing IT)</b>	<b>15 hours</b>
<b>Individual students work</b>	<b>100 hours</b>
<b>Total:</b>	<b>160 hours</b>

**Structure of cumulative score and value of its constituent parts**

Colloquium – 20 %, Independent group work (intended for the preparation of a group work “X business strategy project” and its oral presentation) – 15%, Seminar tasks and case analyses – 15%, Examination – 50%.

**Recommended reference materials**

No.	Publication year	Authors of publication and title	Publishing house	Number of copies in		
				University library	Self-study rooms	Other libraries
<b>Basic materials</b>						
1.	2010	Wheelen T. L., Hunger D. J. <i>Strategic Management and Business policy: achieving sustainability.</i> International edition.	Pearson Prentice Hall	1		
2.	2002	Jucevičius R. <i>Organizacijų strateginis vystymas.</i>	Technologija	3		
3.	2002	Vasiliauskas A. <i>Firmų strateginis valdymas.</i>	Enciklopedija	2		
<b>Supplementary materials</b>						
1.	1998	Mintzberg H., Ahlstrand B., Lampel J. <i>Strategy Safari.</i>	The Free Press		1	

2.	2011	<i>HBR's 10 Must Reads on Strategy.</i> (Straipsnių rinkinys.)	HBR	1
3.	1971	Tzu S. <i>The art of war.</i>	Oxford University Press	2

**Course programme designed by**

Assoc.prof. Eglė Stonkutė