

Code		ECTS Credit		HUN Credit	
Term:			Level:		
Module Title:	STRATEGIC MANAGEMENT				
Module Leader:	Dr. Márta Somogyvári, PhD associate professor		Office Hours:	Tuesday: 15:00-16:00	
Telephone:	+36-30 3547383		E-mail:	somogyvari.marta@ktk.pte.hu	
Short Description:	This course focuses on important current issues in strategic management. It will concentrate on modern analytical approaches with an emphasis on scenario analysis and system theory. The course is intended to provide the students with a holistic view and a pragmatic approach that will guide the formulation and implementation of corporate, business, and functional strategies in order to develop sustainable competitive advantage in a changing and challenging international business environment.				
Sessions (weeks): 11					
Schedule is tentative and subject to change.					
1.	Strategy Introduction black swans, risk management				
2.	4th industrial revolution introduction				
3.	Strategy and Business model				
4.	Scenario analysis				
5.	STEEPLE (Political, Economics, Social)				
6.	STEEPLE (Technology, Environment, Ethics, Legal)				
7.	Presentation of the 4 scenarios				
8.	Innovation				
9.	Business level strat. Innovation in business level str. Blue ocean str.				
10.	Simulation Cup				
11.	Automation, VR and Business Process Automation				
12.	Business Wargame				
13.	Presentations of the semester paper				
Rationale Including Aims:	<p>This course aims to enable students to analyze and formulate business and corporate level strategy for existing and new companies in the age of the 4th industrial revolution.</p> <p>The course targets that students (among others)</p> <ul style="list-style-type: none"> • understand the importance of strategy • apply important analytical methods that underlie business strategy • identify the competitive advantage of a company • understand new business models that transform how organizations create and harness value • work effectively as a team 				

Learning Outcomes: Knowledge	<ul style="list-style-type: none"> • Internal and external factors that shape the strategy of a company and/or whole industries • The strategy formulation and implementation process • Methods to describe the future strategic environment • Awareness fo 4th IR key technologies an business opportunities • Holistic view of a company as a value creating system with functional subsystems connected to society and environment 														
Learning Outcomes: Skills	<ul style="list-style-type: none"> • Analyzing complex ill-structured problems • Developing a system view of a company • Monitoring the environment • Strategic foresight and capability to communicate and visualize the challenge of possible futures • Formulating strategy for new player, creating new business models • Identifying strategic options for companies and industries 														
Teaching and Learning Strategies:	<p>Students will have to engage in individual and team work as well. It is expected that students read for the classes ahead the selected papers, cases, and/or textbook chapters in order to participate in class discussion. Every team is expected to elaborate a 4scenarios for a chosen region or country and a strategy for a startup. The second part of the semester paper is an individual assignment; students have to analyze the possible impacts of the 4th industrial revolution on a chosen company. Every student is expected to give a presentation (or submit an essay) about the strategic failure of a company in his country.</p>														
Assessment Scheme:	<table style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 80%;">Individual presentation (or essay 10 points)</td> <td style="text-align: right;">15</td> </tr> <tr> <td>Presentation of the scenarios (teamwork)</td> <td style="text-align: right;">15</td> </tr> <tr> <td>Business Wargame participation (teamwork)</td> <td style="text-align: right;">15</td> </tr> <tr> <td>Simulation Cup participation (test and qualifier)</td> <td style="text-align: right;">10</td> </tr> <tr> <td>Semester paper presentation (teamwork)</td> <td style="text-align: right;">15</td> </tr> <tr> <td>Semester paper (teamwork)</td> <td style="text-align: right;"><u>30</u></td> </tr> <tr> <td colspan="2" style="border-top: 1px solid black; text-align: right;">100</td> </tr> </table>	Individual presentation (or essay 10 points)	15	Presentation of the scenarios (teamwork)	15	Business Wargame participation (teamwork)	15	Simulation Cup participation (test and qualifier)	10	Semester paper presentation (teamwork)	15	Semester paper (teamwork)	<u>30</u>	100	
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Further on Assessment:	<p>Please consider that plagiarism will be checked and will not be tolerated!!!!</p>														
Core Learning Materials:	<p>Witcher B. (2020): Absolute Essentials of Strategic Management. Routledge Hill. et. al. (2008) Strategic Management Theory. Houghton Mifflin Company Boston New York +Readings and cases for every session</p>														
Supplementary Reading Materials	<p>Heijden, K. (2005) Scenarios : The art of strategic conversation 2nd ed. John Wiley & Sons Ltd Hitt at al: The Blackwell Handbook of Strategic Management. eISBN: 9780631218616. Print publication date: 2006 Kim, W. Chan. (2005) Blue ocean strategy: how to create uncontested market space and make the competition irrelevant . Harvard Business School Publishing Corporation Lacy et al(2020): The Circular Economy Handbook. Palgrave</p>														