



Syllabus

Term: 2025/26/1 **Subject name:** Strategic Management and Leadership **Subject code:** M23VFA03E

Unit (Unit code) Department of Management Science (KMI)

Lecturer responsible for the course: Dr. SOMOGYVÁRI Márta

Requirement: Exam

Classes per week :

Classes per term:

Purpose of education:

The Strategic Management part of the 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. The Leadership part of the course provides students with the essential theoretical and practical knowledge of leadership, that enables them to develop themselves to become effective leaders. The course aims to enable students to apply Leadership knowledge to improve organizational effectiveness.

Contents:

1 Strat Man Introduction, Leadership Introduction

2 Strat Man.: 4th industrial revolution introduction

3 Leadership: Three-Skill Approach; Skills Model

Strat Man.: Strategy and Business Models, Business level strat.

4 Innovation in business level str. Blue ocean str.

5 Strat Man.: Scenario Analysis, STEEPLE01

6 Leadership: Team Leadership Model

7 Strat Man.: STEEPLE 02



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Contents:

8 Presentation of the scenarios, Innovation

Break

9 Leadership: Leadership and Culture and Ethics, Midterm

10 Strat Man.: Simulation Cup

11 Leadership: Transformational, servant, authentic leadership

Strat Man.: Automation, VR and Business Process
12 Automation, Business Wargame

13 Strat Man.: Presentations of the semester paper

System of examining and valuation:

Name of the element	Weight	Type	Details	Retake opportunity	Req.*	Related CILOs
Leadership midterm	14	written exam		yes	yes	CILO 1-6
Leadership Final Exam	22	written exam		yes	yes	CILO 1-6



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System of examing and valuation:

Strat Man: Coursework	39	class activity	Individual and group presentations, Business Wargame, Simulation Cup	no	yes	CILO 1-6
Strat Man.: Semester Paper	<u>25</u>	written paper	group work: strategy for a new company	yes	yes	CILO 1-5
SUM	100					

Bibliography:

- Essential

Peter G. Northaus (2013): Leadership: Theory and practice. 6th edition. SAGE

Witcher B. (2020): Absolute Essentials of Strategic Management. Routledge

Hill. et. al. (2008) Strategic Management Theory. Houghton Mifflin Company Boston New York

- Recommended

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



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Bibliography:

Lacy et al(2020): The Circular Economy Handbook. Palgrave

Bibliography: