

MVŠO

MORAVSKÁ VYSOKÁ ŠKOLA OLMOUC



Strategic Business Management

Course organization

STRATEGIC BUSINESS MANAGEMENT

Academic year 2021/22

Erasmus+ prog., summer. sem.

CONTACT

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consulting hours:

TH 15:00-17:00

(by prior arrangement)

CONDITIONS for passing the course

- **activity** on seminars (**3 absences** permitted)
- continuous **solution of assigned tasks**
(outputs in form of **presentations**)
- **essay**

ESSAY TOPIC

Strategy in the story



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ESSAY

- individual work
- range: **max. 1 page** of text (+ introductory page)
- deadline: **31.3.2022** (IS MVŠO – Homework Vaults)

Essay structure

- **description of any story**
 - fiction novel
 - max. 1 paragraph (10 lines)
 - bibliographic references
- **search and description of elements of strategic management**
in behavior of particular character of the story:
 - the chosen character identification
 - vision
 - strategic goal (lifelong/for the specific „project“)
 - strategy leading to the goal achievement (incl. specific strategic operations)
 - external and internal environment influences
 - strategy adjustment due to environmental influences
 - goal achievement/non-achievement
- **CLEARLY, BRIEFLY, STRUCTURED**

Semestr structure

17.2. Introduction to strategic management

- course organization
- strategy and strategic management
- specific features of strategic processes
- process of strategic management

24.2. Task 1 elaboration

- any organization description
- vision formulation
- mission formulation

3.3. Task 1 presentation

10.3. Strategic analysis of external environment

17.3. Task 2 elaboration

- strategic analysis of external environment

Semestr structure

24.3. Task 2 presentation

31.3. Strategic analysis of internal environment

7.4. International Week

14.4. Task 3 elaboration

- strategic analysis of internal environment

21.4. Task 3 presentation

28.4. Strategic analysis evaluation

5.5. Optimal strategy selection

12.5. Strategy formulation and implementation

LITERATURE

- COULTER, M. **Strategic Management in Action**. New Jersey (USA): Pearson, 2012. ISBN 978-0-13-262067-3.
- HITT, M. A., IRELAND, R. D., HOSKISSON, R. E. **Strategic Management Cases: Competitiveness and Globalization**, 10 ed. Cengage Learning, 2012. ISBN 978-1-1334-9524-6.
- HUNGER, D. J., WHEELEN, T. L. **Essentials of Strategic Management**. New Jersey (USA): Pearson, 2011. ISBN 978-0-13-247881-6.