



Syllabus of Module

6. Business Strategy and Tactics Planning

Lecturer: PhDr. Ing. Petr Mašín, Ph.D., DBA

Module Annotation

The student will be able to work with the concepts of strategic management, strategic business perspective or strategic decision and will understand their content; he/she will be able to prepare various types of business entrepreneurial projects; analyse the situation of the company and its position on the market; evaluate and develop concepts and frameworks to achieve their strategic alignment with the company's environment; perform common economic analyses; analyse a business entity in non-economic terms, prepare strategic and tactical management decisions; understand change as a permanent need of companies and use systemic approaches in its planning.

Module Objective

The course introduces the essence and importance of strategic aspects of management and specifies the procedures of creating a business strategy. It translates business strategy into the preparation of entrepreneurial business projects and provides a practical guide to assessing a company's strategy and tactics using basic steps and concrete examples from practice.

Literature

1. DRUCKER, Peter Ferdinand. Výzvy managementu pro 21. století. Prague: Management Press, 2000. ISBN 80-7261-021-x.
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3. JAKUBÍKOVÁ, Dagmar. Strategický marketing. Prague: Grada, 2008. Expert (Grada). ISBN 978-80-247-2690-8.
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5. MLÁDKOVÁ, Ludmila. Moderní přístupy k managementu: tacitní znalost a jak ji řídit. Prague: C.H. Beck, 2005. C.H. Beck pro praxi. ISBN 80-7179-310-8.
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8. ZUZÁK, Roman. Strategické řízení podniku. Prague: Grada, 2011. Expert (Grada). ISBN 978-80-247-4008-9.