



Syllabus of Module

7. Strategic Management Phases and Processes

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Module Annotation

Strategic management is a vital aspect for ensuring the success of a company. The decision about the company's strategy depends on a high-quality strategic analysis, on the basis of which it is possible to compile the right procedures, phases and processes, which in connection with other elements such as available resources, visions and goals, the external and internal environment of the company will allow to achieve the success of the strategic management of the company. Understanding the process of strategic management of the company in a broad context of trends in social, political, economic and technical development, in particular trends related to the development of the knowledge, multicultural and information society, is an indisputable basis for a company's competitiveness in the current market environment.

Module Objective

1. Familiarise students with the process of strategic management and the principles of strategic thinking.
2. Familiarise students with the phases and processes of strategic management.
3. Teach students procedures for the formulation of corporate, business, functional and horizontal strategies.
4. Teach students the procedures of selecting, implementing and evaluating the strategy.

Literature

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