

### Course unit description

| Course unit title    | Course unit code |
|----------------------|------------------|
| STRATEGIC MANAGEMENT |                  |

| Lecturer(s)   | Department where the course unit is delivered |
|---|---|
| <b>Coordinating:</b> Doc. R. Korsakienė<br><b>Other(s):</b> | Faculty of Economics                          |

| Cycle  | Level of course unit | Type of the course unit |
|--------|----------------------|-------------------------|
| Second |                      | Elective                |

| Mode of delivery | Semester or period when the course unit is delivered | Language of instruction |
|------------------|--|-------------------------|
| Contact          | 1rd Semester   | English                 |

| Prerequisites |
|---------------|
| -             |

| Number of ECTS credits allocated | Student's workload | Contact hours | Individual work |
|----------------------------------|--------------------|---------------|-----------------|
| 5                                | 136                | 24            | 112             |

| <b>Purpose of the course unit: programme competences to be developed</b>   |   |                                 |  |
|--|---|---------------------------------|--|
| The goal of strategic management – to provide knowledge and skills on thinking and decision making, that are important and necessary in contemporary life both in business and in professional development, also in public activity and personal life. |   |                                 |  |
| Learning outcomes of the course unit   | Teaching and learning methods   | Assessment methods              |  |
| Know the essence of strategic management, its processes, structure and functions   | Theoretical lectures, analysis of real situations   | Exam – written test             |  |
| Be able to apply strategic thinking for the generation of strategic information, its collection, filtering and proper application  | Brain storming for understanding of very important problems and their practical application   |                                 |  |
| Be able to perform strategic activity analysis of object under research  | Focus is made on subject logic and explanation of systemic relationship between business organisation and managerial practice   | Closed and open questions? test |  |
| To perform strategic synthesis independently and creatively on the level of object under research (company) or on the level of its management system   |   |                                 |  |
| Generate expert and strategic insights and conclusions on the basis of overall organisation's activity and management analysis   | During the seminar, on the basis of synergic communication with students, specifics of individual subject study, psychological and organisational preparation will be discussed |                                 |  |
| Perform qualified systemic analyse of implemented business strategy, propose guidelines for corrections and reveal new strategic opportunities for the company under analysis  | Skills of strategic management will be developed by modelling possible situations during seminars, using typical questions raising tools, looking for their answers             |                                 |  |

| Course content: breakdown of the topics              | Individual work: time and assignments |           |           |                 |  |               |                 | Assignments                    |
|--|---------------------------------------|-----------|-----------|-----------------|--|---------------|-----------------|--------------------------------|
|  | Lectures                              | Tutorials | Seminars  | Laboratory work |  | Contact hours | Individual work |                                |
| 1. Essence of strategic management                   | 2                                     |           | 1         |                 |  |               | 10              | Study of scientific literature |
| 2. Three goals of strategic plan preparation         | 2                                     |           | 1         |                 |  |               | 8               | Study of scientific literature |
| 3. Analysis of competitive situation in the industry | 2                                     |           | 1         |                 |  |               | 10              | Study of scientific literature |
| 4. Analysis of company's situation                   | 2                                     |           | 1         |                 |  |               | 8               | Study of scientific literature |
| 5. Strategy and competitiveness                      | 4                                     |           | 2         |                 |  |               | 12              | Study of scientific literature |
| 6. Strategic change management                       | 2                                     |           | 1         |                 |  |               | 6               | Study of scientific literature |
| 7. Effective leader-strategist                       | 4                                     |           | 2         |                 |  |               | 10              | Study of scientific literature |
| 8. Improvement of leader's activity planning         | 2                                     |           | 1         |                 |  |               | 12              | Study of scientific literature |
| 9. Synergic collaboration of manager and consultant  | 3                                     |           | 1         |                 |  |               | 10              | Study of scientific literature |
| 10. Schools of strategic management                  | 3                                     |           | 1         |                 |  |               | 12              | Study of scientific literature |
| <b>Total</b>   | <b>26</b>                             |           | <b>12</b> |                 |  |               | <b>98</b>       |                                |

| Assessment strategy         | Weight % | Deadline                       | Assessment criteria            |
|-----------------------------|----------|--------------------------------|--------------------------------|
| Exam (test) of 10 questions | 100%     | During the examination session | Each correct answer – 1 point. |

| Author                         | Publ<br>shing<br>year | Title  | Issue No or<br>volume                           | Publishing house<br>or Internet site                                     |
|--------------------------------|-----------------------|--|---|--|
| <b>Required reading</b>        |                       |  |   |  |
| E. Smilga                      | 2012                  | Strategic manageent<br>(compendium of lectures )   |   | VU, Ekonomikos f-tas   |
| P. Drucker                     | 2009                  | Drukerio mokymo pagrindai  |   | UAB Rgrupė, Vilnius  |
| C.K. Prahalad and V. Ramaswamy | 2007                  | The Future of Competition  |   | Harvard Business School Press, Boston, Massachusetts                     |
| Dan Senior, Saul SINGER        | 2011                  | Idėjų šalis  |   | Vilnius, Tyto alba   |
| A. Vasiliauskas                | 2008                  | Strateginis valdymas   |   | Vilnius, Enciklopedija   |
| <b>Optional reading</b>        |                       |  |   |  |
| E. Smilga ir kt.               | 2011                  | Strateginių galimybių atskleidimas ir jų realizavimas rizikos kapitalo fondų pagalba     | Organizacijų vadyba: sisteminiai tyrimai. Nr.60 | Kauno VDU  |
| E. Smilga ir kt.               | 2012                  | Jūrinės valstybės potencialas ir jo ugdymas Lietuvoje: strateginių sprendimų perspektyva | Viešasis administravimas Nr 1 (33)              | Vilnius, Lietuvos viešojo administravimo lavinimo institucijų asociacija |

