

Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
G426	Applied Management Strategy	6	3	0	0	3	5

Prerequisites	
Admission Requirements	

Language of Instruction	English
Course Type	Elective
Course Level	Bachelor Degree
Objective	The objective of the course is to enhance the students' ability to practice concepts of strategic management. The course provides the opportunity to develop skills through the use of business simulation and company analysis.
Content	<p>Week 1. Introduction</p> <p>Week 2. Basic Concepts</p> <p>Week 3. Environmental Scanning and Industry Analysis</p> <p>Week 4. Internal Scanning: Organizational Analysis</p> <p>Week 5. Strategy Formulation</p> <p>Week 6. . Strategy Formulation</p> <p>Week 7. Strategy Formulation</p> <p>Week 8. Strategy Implementation: Organizing for Action</p> <p>Week 9. Case Study</p> <p>Week 10. Guest speaker</p> <p>Week 11. Presentation</p> <p>Week 12. Presentation</p> <p>Week 13. Presentation</p> <p>Week 14. Presentation</p>
References	Corporation A Global Business Simulation J.R. Smith& P.A. Golden Contemporary Strategy Analysis 2008 R.M. Grant Wiley :UK

Theory Topics

Week	Weekly Contents
1	Introduction
2	Basic Concepts
3	Environmental Scanning and Industry Analysis
4	Internal Scanning: Organizational Analysis
5	Strategy Formulation
6	Strategy Formulation
7	Strategy Formulation
8	Strategy Implementation: Organizing for Action
9	Case Study
10	Guest speaker
11	Presentation
12	Presentation
13	Presentation
14	Presentation