

Title:	Business Strategy
Lecturer	Dr Anna Witek-Crabb
Lecture hours:	18 (lectures + workshops + computer labs), 2,5 ECTS
Study period:	Summer School
Location:	Wrocław University of Economics, Poland
Examination:	Case study and evaluation of work during the classes
Language:	English
Prerequisites:	Basic knowledge in management and economics
Course content:	<ol style="list-style-type: none"> 1) Introduction to strategic management. Strategic process. Relevance of business strategy in and after the crisis. 2) External and internal analysis. SWOT identification. Scenario planning in uncertainty. Value chain. 3) Strategic decisions: competitive advantage, goals and domain. Strategic types. 4) Strategy implementation. Change management and strategic organization development. 5) Sustainable strategy. Balancing economic, social and environmental aspects of business. New challenges for strategic management. 6) Strategic choices in economic downturn. Practical aspects. A Central European perspective.
Learning outcomes:	<ul style="list-style-type: none"> - Understanding the importance of strategic management and its relevance in uncertain times. - Ability to carry out a basic macro and industry analysis. - Understanding of strategic analysis methods and tools, i.e. scenario planning, SWOT, value chain, stakeholder analysis - Knowledge of the basic strategic types and understanding of the specificity of strategic choices in crisis. - Ability to discuss future challenges of strategic management
Literature	<ol style="list-style-type: none"> 1) Wheelen T.L, Hunger J.D.: Strategic Management and Business Policy. 11th ed. Pearson Prentice Hall, Upper Saddle River. New Jersey, 2008. 2) Hill C.W.L., Jones G.R.: Strategic Management Theory. An Integrated Approach. 7th ed. Houghton Mifflin Company, Boston, New York, 2006 3) Coyle G.: Practical Strategy. Structured Tools and Techniques. FT Prentice Hall, 2004