



COURSE UNIT (MODULE) DESCRIPTION

Course unit (module) title	Code
Strategic Management	

Lecturer(s)	Department(s) where the course unit (module) is delivered
Coordinator: Dr. Mindaugas Laužikas	Business School, Saulėtekio al. 22, Vilnius
Other(s):	

Study cycle	Type of the course unit (module)
First	Compulsory/optional

Mode of delivery	Period when the course unit (module) is delivered	Language(s) of instruction
Face-to face	Autumn	Lithuanian / English

Requirements for students	
Prerequisites:	Additional requirements (if any):

Course (module) volume in credits	Total student's workload	Contact hours	Self-study hours
5	130	48	82

Purpose of the course unit (module): programme competences to be developed		
The objective of the present course is to provide students with fundamental concepts in strategic management and international business intelligence and examples of applying the theoretical knowledge while discussing about real cases and challenges of business and industries.		
Learning outcomes of the course unit (module)	Teaching and learning methods	Assessment methods
Will understand strategic management theories and international business intelligence techniques	Scientific literature analysis, statistical data	Group work presentation
Will be capable to apply the acquired theoretical knowledge while analysing various cases and challenges	Games, debates, individual reflection; interviews with CEOs of listed companies	Written recommendations to companies
Will be capable to choose and apply international business intelligence methods and prepare innovation strategies	Based on business intelligence techniques	Comparative analysis in groups
Will be effective in decision making and will have the required monitoring expertise	Cases	Performance improvement strategy

Content: breakdown of the topics	Contact hours							Self-study work: time and assignments	
	Lectures	Tutorials	Seminars	Exercises	Laboratory work	Internship/work placement	Contact hours	Self-study hours	Assignments
The concept of strategic planning and international business intelligence	4						4	9	To read Nicols (2016) article: http://www.nickols.us/s/trategy_etc.pdf
Techniques and methods of international business intelligence	2		2				4	5	To collect information on Oslo Stock-Exchange on 3 peers within the same industry
Business intelligence in project management	4						4	5	To prepare interview questionnaires to interrogate CEOs
Business intelligence in strategic planning			4				4	8	To describe leadership philosophy
Business intelligence in controlling and monitoring	2		2				4	5	To identify aspects of a management theory of your choice which is still applicable in modern organizations
International business intelligence in decision-making	2		2				4	5	To collect 5 years' financial statements of the listed company of your choice
Performance optimization			4				4	5	To specify comparative analysis criteria
Management of changes		2	2				4	5	To overview and summarize 5 scientific articles tackling strategic management challenges in modern organizations
Competitive advantages in various industries		4					4	5	To identify risks of the selected company
Innovation and marketing strategies		4					4	5	To examine the leaders of the industry as well as identify their competitive advantages
Monitoring models	2						2	5	To interrogate 3 analysts in order to understand their business intelligence models
Quality assessment		2					2	5	To go through PPT presentations
R&D and value-added		2					2	5	To underline 10 efficiency criteria of the company of your choice and to back your argumentation by financial statements

Analysis of cases		1					1	5	To overview intermediary reports prepared by your colleagues and specify improvement recommendations		
Decisions-making practices		1					1	5	Underline competitive advantages of the industry of your choice		
Total										48	82

Assessment strategy	Weight, %	Deadline	Assessment criteria
Colloquium: group project, based on the company 'X'	50 %	Mid-term	Students present their group work/ analysis of a company of their choice, based on business intelligence cycle. If it is necessary students must improve their reports and present the revised versions during the last lecture. Focus on: precision, innovativeness, application of business intelligence techniques.
Exam in groups: comparative analysis, reflection on colleagues' cases	50 %	Final lecture	Students conduct comparative analysis of peers within the same sector; they prepare performance improvement recommendations and reflect on other colleagues' answers. The Professor evaluates his students.

Author	Year of publication	Title	Issue of a periodical or volume of a publication	Publishing place and house or web link
Compulsary reading				
Gregory G.	2012	Strategic management: text and cases		New York [N.Y.]: McGraw-Hill/Irwin, ISBN: 9780071317047
GEM and GEDI reports	2017			http://www.gemconsortium.org/ http://www.thegedi.org/research/gedi-index/
Optional reading				