

STRATEGIC MANAGEMENT



WHEN

Winter 2025

CREDITS

5

FORMAT

Online Offline

EXTRA

MBA-course

LANGUAGE

English

The course will present the major concepts, theories, methodologies and tools to support the strategic decision making process.

The discussion of business cases and real-world examples, together with a deep reflection on the current geo-political context, will encourage students to examine and get familiar with the abovementioned theories and models as well as their practical implications.

COURSE OBJECTIVES

The goals of this course are to enable students to understand and interpret the current competitive environment and its evolution; to evaluate the impact on business performance. This course will help to:

- Understand a company's value creation mechanisms and strategic processes in the context of the ongoing digital transformation and global scenario
- Identify and assess market opportunities and threats through an external strategy analysis at a business level
- Understand the major concepts, theories, methodologies, and tools used in strategic decision making
- Design and apply a business model to define a business idea and develop a strategic plan
- Develop skills in strategic thinking, problem-solving, and decision making in a complex and dynamic business environment
- Enhance abilities to make informed strategic decisions by considering the geopolitical context and global trends.

Please visit our website for the most current information

<https://mba.kse.ua/>

COURSE OUTCOMES:

At the end of this course the students should be able to:

- Perform an external strategy analysis at a business level to identify and assess market opportunities and threats
- Perform an internal analysis at a business level to identify and assess a company's strengths and weaknesses
- Perform strategy analysis at a Corporate level to guide the definition of a company's corporate portfolio
- Design and apply a business model to define a business idea and implement a strategy.

CONTACT INFORMATION

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