

Syllabus
GMT3013E Strategic Management
 Prof. Dr. Suncica Oberman-Peterka
 Summer Semester 2023

Level	Bachelor	
Credits	3	
Student Contact Hours	30 h (90 minutes weekly)	
Workload	90 h (30 contact hours / 60 h self-study time)	
Prerequisites	Participants should have a high proficiency in English (B2)	
Time	Thursday, 13.45 – 15.15	
Room	Lectures will take place in Zoom: https://us02web.zoom.us/j/89363947692 Meeting ID: 893 6394 7692	
Start Date	March 16th	
Lecturer	Name	Prof. Dr. Suncica Obermann Peterka
	Office	online
	Virtual Office	Any appointments will take place in the Zoom at the link: https://us02web.zoom.us/j/87677956240 Meeting ID: 876 7795 6240 Or: (according to the previous agreement with students)
	Colloquium	Appointments by arrangement
	Phone	+385 91 224 40 22
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Summary

The aim of this course is to provide students with an understanding of the strategic management process. The course therefore introduces key concepts, tools, and principles of strategy formulation and competitive analysis. It is concerned with managerial decisions and actions that affect the performance and survival of business enterprises in the face of uncertainty and competition.

Outline of the Course

Session	Topic
1	What is Strategy and Strategic Management?
2	Goals, vision and mission of an enterprise
3/4/5	The analysis of the external environment of an enterprise
6	The analysis of internal resources and capabilities
7/8	Defining Strategy: SBU level, competitive advantage and its sources
9/10	Defining Strategy: Corporate level
11	Defining Strategy: Overview on additional strategic choices > Going International > Mergers, Acquisitions & Alliances
12	Strategy, ethics, and corporate responsibility
13	Implementing & controlling strategy > Organizing for success > Role of culture in strategy implementation
14	Summary and examination preparation

Course Intended Learning Outcomes and their Contribution to Program Intended Learning Outcomes / Program Goals

Program Intended Learning Outcomes		Course Intended Learning Outcomes	Assessment Method
After completion of the program the students will be able...		After completion of the course the students will be able...	Written Exam
			100%
			Individual
1 Expert Knowledge			
1.1	...to demonstrate their distinguished and sound competencies in General Business Administration.	... to understand the conceptual, procedural and content-related basics of strategic management and apply the presented management tools confidently.	x
2 Digital Skills			
3 Critical Thinking and Analytical Competence			
3.1	...to implement adequate methods in a competent manner and to apply them to complex problems.	... to assess different models and instruments of strategic management and apply them in concrete examples and case studies. They are able to recognise the potentials as well as the limits of the respective models and instruments and to assess them with regard to their respective strengths and weaknesses.	x
4 Ethical Awareness			
	...to develop sound strategies in the areas of ethics, sustainable development and social responsibility and are able to apply them to typical economic decision-making problems.	... to identify ethical issues in the context of strategic management and reflect on CSR considerations as part of a company's objectives.	x
5 Communication and Collaboration Skills			
6 Internationalization			
6.1	...to understand and explain business challenges in an international context.	... to recognise the specific strategic challenges of internationally active companies and assess strategic options in international competition.	x

Teaching and Learning Approach

My purpose is to assist your learning efforts, if you have any questions relating to the content or structure of the lectures, please do not hesitate to contact me.

The didactical approach is a formal lecture, including both theory and examples, but this is based upon interactive support from the students, which are asked to actively participate in discussions and exercises.

A few fundamental rules should be remembered:

- Punctual Start
- Mobile phones turned off or silent!
- All relevant material should be brought to the sessions

Literature and Course Materials

- Johnson, G./ Whittington, R./ Regner, P./ Scholes, K./ Angwin, D. (2017): Exploring Corporate Strategy, 11th ed., Pearson.

Additional:

- Thompson, A./ Strickland III, A.J./ Gamble, J.E.: Crafting and Executing Strategy: Concepts and Cases, 14th ed., McGraw Hill/Irwin

Assessment

The method of assessment is an examination of 60 minutes based upon the contents considered in the sessions.

Code of Conduct for online Teaching

[Link to the Code of Conduct for online Teaching](#)