

COURSE INFORMATION SHEET

University: Catholic University in Ružomberok	
Faculty: Faculty of Education	
Course code: KMN/Mn-MD100A/22	Course title: Strategic Management
Type and range of planned learning activities and teaching methods: Form of instruction: Lecture / Seminar Recommended study range: hours weekly: 2 / 2 hours per semester: 26 / 26 Teaching method: on-site	
Credits: 6	Working load: 150 hours
Recommended semester/trimester: 1.	
Level of study: II.	
Prerequisites:	
Requirements for passing the course: a) continuous evaluation: semester work: 30 points (%) b) final evaluation: written test: 70 points (%) Verification of the degree of relevant knowledge, skills and competencies of the student is carried out on the basis of theoretical and practical examinations during the semester course. Course evaluation: A – 100%-93% B – 92%-85% C – 84%-77% D – 76%-69% E – 68%-60% Fx – 59%- 0%	
Learning outcomes of the course: Objective of the course: The aim of the course is to use domestic and foreign knowledge of the theory and practice of strategic management and its trends through appropriate forms and teaching methods to strengthen the student's interest in the course and related subjects to think in context, approach holistic to the strategic management and its application.	
Course contents: 1. Defining of strategic management, its nature and meaning. Historical development of strategy and strategic management. 2. The process of creating a strategy in the company. Defining the mission, vision and values of the company. 3. Strategic business unit SBU. Examination of the external environment of the company - political, economic, social, technological / technical and environmental impacts. Examples. 4. Analysis of the internal environment of the company and its available resources. Controlling in strategy. Examples. 5. Porter's model of five forces, forecasting development trends. 6. Classification and types of strategies. Offensive and defensive strategic approaches. Porter's generic strategies.	

7. Competitive strategies and its tools. Portfolio matrix techniques: product - market matrix, factor priority matrix, effects / resources matrix, GE, BCG.
8. General strategies of diversified companies.
9. Creation of synergy effects in the portfolio of the company and SBU. Examples.
10. Choice of strategy in different phases of the life cycle of the business sectors, company, SBU, resp. product. Examples.
11. Implementation of strategy in the company. Case studies.
12. Management of strategic changes. Case studies.
13. Trends in strategic management. Case studies.

Recommended or required literature:

1. DAVID, R. F., DAVID, R.F. 2016. Strategic Management: A Competitive Advantage Approach, Concepts and Cases, Global Edition. Pearson Education Ltd. 2016, 688 s. 16. vydanie. ISBN 978-1292148496.
2. KAPLAN, ROBERT S., DAVID P. NORTON. 2007. Balanced scorecard : strategický systém měření výkonnosti podniku. Praha : Management Press, 2007. 267 s. ISBN 978-80-7261-177-5.
3. ANTOŠOVÁ, M. 2012. Strategický manažment a rozhodovanie. Bratislava: Wolters Kluwer (Iura Edition). 2012. 330 s. ISBN 978-80-807853-07.
4. PAPULA, J., PAPULOVÁ, Z., PAPULA, J. 2019. Strategický manažment. Bratislava : Wolters Kluwer 2019. 320 s. ISBN 978-80-7598-535-4.
5. REFEXIE Kompendium teórie a praxe podnikania.Podniková stratégia. Časopis Katedry manažmentu v Poprade PF KU v Ružomberku. Ružomberok: VERBUM – vydavateľstvo Katolíckej univerzity v Ružomberku, č. 3, ročník I., 289 s., 2017. ISSN 2585-7428.
6. DIAČIKOVÁ, A., LACH, M. 2019. Úspech je voľba. Manažment podnikania a podnikových procesov. Teória a prax. Svit: Chemosvit, a.s. 2019. 400 s. ISBN 978-80-971931-1-9.
7. HITTMÁR, Š., JANKAL, L. 2013. Strategický manažment. Žilina: EDIS, 2013. 148 s. ISBN 978-80-5540-734-0.

Language of instruction:

Slovak, English

Notes:

Course evaluation:

Assessed students in total: 39

A	B	C	D	E	FX
12.82	33.33	23.08	17.95	2.56	10.26

Name of lecturer(s): Ing. Anna Diačiková, PhD., prof. Ing. Iveta Ubrežiová, CSc.

Last modification: 03.07.2022

Supervisor(s):

People responsible for the delivery, development and quality of the study programme:

PhDr. ThLic. Martin Taraj, PhD., prof. Ing. Iveta Ubrežiová, CSc.