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| **Unit of Study:** | Corporate Strategy | | | | | **Subject code:** | | GVXVS2BMNE | |
| **Institute:** | Institute of Enterprise Management (1084 Budapest, Tavaszmező str. 15-17.) | | | | | **Credits:** | | 5 | |
| **Course type:** | Full-time | | | **Language:** | | English | | **Term:** | Spring |
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| **Major:** | Master course on Business Development | | | | | | | | |
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| **Lecturer-in-charge:** | Bianka Parragh, Ph.D. | | | **Lecturer(s):** | | Bianka Parragh, Ph.D. | | | |
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| **Prerequisites:** |  | | | | | | | | |
| **No. of sessions  per week/term:** | Weekly | **Lecture:** | 2 | **Seminar:** | 2 | **Lab:** | 0 | **Consultation:** | 0 |
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| **Exam/Course assignment:** | Midterm exam | | | | | | | | |
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| **Course objectives:** | The aim of the subject is to introduce students into the world of corporate strategy, including the world of survival and competition strategy. Development and implementation of corporate strategy requires special methods, knowledge and capabilities, and the subject intends to give a cross-section of these to students. The subject is expressly practice-oriented, the participants of the training can meet practical cases. In the (business) world setting the right and well-founded strategic direction has appreciated. In the course of practical lessons, students carry out corporate strategic analysis and solve strategic tasks in teams. For the completion of the task, economic, financial management methods, approaches, concepts and analysis processes taught within the scope of the subject need to be used. | | | | | | | | |
| **Course assessment:** | Submission and defence of one strategic project paper made in groups (of 3-5) and active involvement in the interim group tasks, workshops and a written closing exam in the exam period. | | | | | | | | |
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| **Week (consultation)** | **Course content** | | | | | | | | |
| **1.** | The Strategic Management Process. | | | | | | | | |
| **2.** | External Analysis: Identification of Opportunities and Threats. | | | | | | | | |
| **3.** | Case Study | | | | | | | | |
| **4.** | Internal Analysis:- Building Competitive Advantage Through Functional Level Strategy. | | | | | | | | |
| **5.** | Internal Analysis:- Building Competitive Advantage Through Business Level Strategy. | | | | | | | | |
| **6.** | Competitive Strategy and the Industry Environment. | | | | | | | | |
| **7.** | Strategy in the Global Environment. | | | | | | | | |
| **8.** | Case Study. | | | | | | | | |
| **9.** | Corporate Strategy: Horizontal and Vertical Integration and Strategic Outsourcing. | | | | | | | | |
| **10.** | Corporate Strategy: Diversification Acquisitions and Internal JV. | | | | | | | | |
| **11.** | Corporate Performance Governance and Ethics. Implementing Strategy in Companies That Compete In a Single Industry –Across Industries and Countries. | | | | | | | | |
| **12.** | Student Presentations. | | | | | | | | |
| **13.** | Student Presentations. | | | | | | | | |
| **14.** | Summary. | | | | | | | | |
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| **Assessment (method of assessment,  make-ups and re-sits):** | The final grade of the semester is determined by the exam results or by points acquired through studies: (maximum number of points: 100): The exam has a share of 60 %, work during the semester 40 %:  51 points and above sufficient  63 points and above average  75 points and above good  86 points and above excellent | | | | | | | | |
| **Course completion (written or oral exam, test, etc.):** |  | | | | | | | | |
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| **Compulsory literature:** | Johnson, Garry Scholes, Kevan et al(2005 =th Edition) : Exploring Corporate Strategy. London Prentice Hall Europe | | | | | | | | |
| **Recommended literature:** | Association of, C. and A. Corporate (1999). Management and strategy. London, A T Foulks Lynch.  Crainer, S. (2000). The management century : a critical review of 20th century thought and practice. San Francisco, Jossey-Bass.  Dunning, J. H. (2000). Regions, globalization, and the knowledge-based economy. Oxford ; New York, Oxford University Press.  Foss Nicolai, J. and L. Robertson Paul (2000). Resources, technology, and strategy : explorations in the resource-based perspective. London, Routledge.  Morden Anthony, R. (1999). Introduction to business strategy : a strategic management approach : text and cases. London, McGraw-Hill.  Piasecki, B., K. A. Fletcher, et al. (1999). Environmental management and business strategy : leadership skills for the 21st century. New York ; Chichester, John Wiley.  Pollard, A. (1999). Competitor intelligence : strategy, tools and techniques for competitive advantage. London, Financial Times Pitman.  Torre Jose de, l., L. Doz Yves, et al. (2001). Managing the global corporation : case studies in strategy and management. Boston, Irwin/McGraw-Hill.  Whittington, R., A. M. Pettigrew, et al. (2000). The handbook of strategy and management. London, Paul Chapman.  The following are professional journals and periodicals that feature appropriate scholarly articles which may be used in this course:  Academy of Management and Executive Review Journal of Human Resources  Academy of Management Journal Journal of Management  Academy of Management Review Leader to Leader  European Management Journal McKinsey Quarterly  Harvard Business Review Organizational Dynamics  Human Resource Management Organization Science  Harvard Business School Publishing (abstracts for HBR cases etc.)  http://www.hbsp.harvard.edu/  U.S. Small Business Administration  http://www.sba.gov  Wall Street Journal (European edition)  http://online.wsj.com/public/europe | | | | | | | | |
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| **Additional material:** |  | | | | | | | | |
| **Quality management aspects:** | TÜV CERT EN ISO 9001:2000 | | | | | | | | |