

## COURSE DESCRIPTION

<b>University:</b> University of Prešov in Prešov	
<b>Faculty:</b> Faculty of Management and Business	
<b>Code:</b> 7KMN/STM-MGR/17	<b>Course title:</b> Strategic management
<b>Recommended course load (in lessons):</b> Type of educational activity: Lecture, Seminar Scope of educational activity: 2,1 hour per week, 26,13 per semester Method of educational activity: Combined Method of educational activities: combined; max. 30% distance, via MS Teams, Moodle or other applications and platforms	
<b>Number of credits:</b> 4	
<b>Recommended semester:</b> 2 <sup>nd</sup> (1 <sup>st</sup> year, summer semester)	
<b>Degree of study:</b> 2. degree in the study program Management	
<b>Prerequisites:</b>	
<b>Course assessment and completion:</b> Assessment and completion of the course: Exam Activity and fulfillment of tasks at seminars (50%) The course ends with an exam. Overall rating: A 100.00 - 90.00%; B 89.99 - 80.00%; C 79.99 - 70.00%; D 69.99 - 60.00%; E 59.99 - 50.00%; FX 49.99 and less%. Credits will be awarded to a student who has successfully completed the course and completed the assigned tasks during the semester. The number of points he can get during the semester is 50 points (25 points for the project, 15 points for the written check and 10 points for the activity).	
<b>Course objective:</b>  Knowledge: The graduate of the course can: <ul style="list-style-type: none"><li>- define and interpret basic concepts in the field of strategic management, define its objectives, functions and tasks,</li><li>- state and define the typology of strategic scenarios,</li><li>- specify methods and system tools in the strategy implementation process,</li><li>- define the importance and function of processes in strategic management, as well as methods for process optimization and improvement,</li><li>- describe the Balanced Scorecard management and performance evaluation system,</li><li>- describe the quality management system, process steps as well as describe existing quality management models.</li></ul> Skills: The graduate of the course can: <ul style="list-style-type: none"><li>- apply the functions and tasks of strategic management on practical examples,</li><li>- specify Balanced ScoreCard procedures that can be used in practice,</li><li>- characterize and apply strategic management tools, give examples of their use in practice,</li><li>- describe and classify the BSC table creation procedures,</li><li>- characterize, classify and give examples of critical success factors,</li><li>- explain and justify the importance of key performance indicators.</li></ul> Competences: The graduate of the course has the ability to:	

- set strategies necessary for the further development of the company and plan their implementation,
- propose options for the implementation of the Balanced ScoreCard,
- discuss the issue of creating strategic scenarios,
- autonomously present their ideas and opinions in the field and justify their rationality.

#### **Course content:**

1. The nature and importance of strategic management. Basic terms.
2. Strategies. Strategy features, strategy types.
3. Strategies. Methods of strategy formation.
4. Strategic scenarios.
5. Strategy implementation. Basic techniques and procedures.
6. Strategy implementation. Methods and tools of strategy implementation.
7. Strategic control. Check performance and update your strategy.
8. Construction of a strategic management system.
9. Processes in strategic management. Methods and tools for improving processes in strategic management.
10. Strategic Balanced Scorecard. Basic concepts, perspectives and tools.
11. Quality management. Application of quality management models in strategic management.
12. Strategic and process management in organizational management.
13. Activity Based Management. ABC / M model.

#### **Textbooks and references:**

- GALLO, P. 2013. Strategický manažment a controllingové analýzy. Prešov: Dominanta. ISBN 978-80-967349-6-2.
- KIECHEL, W. 2010. The Lords of Strategy. Harvard Business Press. ISBN 978-1-59139-782-3.
- LIBERKO, I., A. ŠUTAJ-EŠTOK a J. MIHOK, 2005. Vybrané kapitoly z manažmentu. Košice: EŠL TU. ISBN 80-8073-310-4.
- LYNCH, R., 2009. Strategic Management (5th Edition). Publisher: Prentice Hall Pages. ISBN 0273716387.
- MINTZBERG, H. a J. B. Quinn, 1996. The Strategy Process: Concepts, Contexts, Cases. Prentice Hall. ISBN 978-0-132-34030-4.
- RONEY, C. W., 2004. Strategic Management Methodology. Praeger Publishers. ISBN 1-56720-629-8.
- RUMELT, R. P., 2011. Good Strategy/Bad Strategy. Crown Business. ISBN 978-0-307-88623-1.
- SLÁVIK, Š., 1999. Strategické riadenie podniku. Bratislava: Sprint. ISBN 8088848415.
- SLÁVIK, Š. a kol. 2000. Strategický manažment. Prípadové štúdie. Bratislava: Ekonomická univerzita. ISBN 8022512818.

#### **Language of instruction:**

Slovak and english language

#### **Notes:**

Student workload distribution:

40% of workload – direct educational activity

40% of workload – work on seminars

20% of workload – self-study, preparation for the final course assessment

Students with specific requirements or special needs will be supported and will have tailor made access to the course based on the recommendation of the faculty coordinator for students with special needs.

**Course evaluation:**

Total number of evaluated students: 0

A	B	C	D	E
0%	0%	0%	0%	0%

**Lectured by:**

prof. Ing. Dr. Róbert Štefko, Ph.D., guarantor

doc. Mgr. Nella Svetozarovová, PhD., co-guarantor, lecturer, examiner, instructor,  
seminary supervisor

PhDr. Veronika Škerháková, PhD., lecturer, examiner, instructor

**Date of course description's last modification:** 01.09.2024**Aproved by:** prof. Ing. Dr. Róbert Štefko, Ph.D.