

Title of Course	Enterprise strategies		
Semester	Spring/Winter		
Teaching Hours per Course:	Total	- Lectures:	- Tutorials:
	15	15	
ECTS Credits	1		
The content of education			
Aims of Course	The aim of the course is to familiarize students with the essence of strategy, its key elements, as well as the stages and procedures involved in its development. It is also important to present different schools of strategic thought and the options for selecting the most advantageous strategy for a given enterprise. This will be achieved by presenting the characteristics of various business strategies, the conditions for their implementation, and the methods for effective monitoring and control of strategy execution.		
Program	<ol style="list-style-type: none">1. The essence of strategy. The concept of strategy. Strategy vs. tactics. Elements of strategy.2. Stages and procedures of strategy development. Basic strategies. Defining organizational development aspirations. Strategy selection.3. Schools of strategy. Traditional, evolutionary, positional, resource-based, simple rules, and real options schools.4. Competitive strategies of enterprises. Skill, resource, and organizational requirements related to fundamental strategies.5. Implementation of business development strategies. Internal and external growth of the enterprise. Product development vs. market development. Concentration and diversification. Types of diversification. Vertical and horizontal integration. Entry strategies—investments, acquisitions, and alliances. Motives for strategic alliances. Mergers vs. acquisitions.6. Strategies in crisis conditions. Divestment strategies and exit strategies.7. Globalization strategies. From exporting to business cloning. Entry strategies for foreign markets. Development strategies of multinational corporations.8. Strategic control. Challenges and barriers. Consequences of ineffective control.		
Conditions of completion			
Teacher	Associate Professor Magdalena Majchrzak		