

<b>Course Code</b>	<b>Business Strategy</b> BBA 21335
<b>Level</b>	Upper-level course in a Bachelor's degree program
<b>Credits</b>	3 semester credits / 6 ECTS
<b>Pre-requisite(s)</b>	Project Management

<b>Scheduled meetings</b>	45 hours
<b>Average preparation time</b>	105 hours
<b>Total student work time</b>	150 hours

**Description** This course integrates the functional areas of finance, management, and marketing by pursuing extensive case and problem analysis dealing with models of strategic management.

**Learning outcomes** Upon successfully completing this course, the student will be able to:

- develop an understanding of strategic management concepts, research, theories and the strategic planning toolkit and master these so that s/he can design recommended corporate strategies;
- be able to identify central issues and problems in complex, comprehensive cases and present thoughtful analysis of the cases;
- develop an understanding of the emerging global economy and its potential impact on business activities in various regions;
- develop an understanding of the role of corporate governance in strategic management;
- develop a better understanding of the present and future (global) environments in which corporations must function.

**Study literature** Essentials of Strategic Management, 4th Edition, J. David Hunger, Thomas L. Wheelen, Prentice Hall, 2007.

Additional readings available on UNYP E-Learn or in the UNYP Library.

All courses are taught in English, with the exception of language courses. UNYP's 3-year and 4-year Bachelor's programs are accredited by the Czech Accreditation Commission, a part of the Czech Ministry of Education, Youth and Sports, and lead to the award of a *bakalář* (Bachelor's) degree. UNYP's 3-year Bachelor's of Business degree is also accredited by the the U.S.-based International Assembly for Collegiate Business Education (IACBE), a CHEA-recognized accreditor.