

| Course: Business Analysis & Strategy | | | | | |
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| module/course code | Student workload X hours | Credits (ECTS) | Semester | Frequency | Duration X semester(s) |
| IAB62015 | 510 Minutes / Week | 4.53 ECTS | 6 | Even Semester | 1x / Semester |
| | Types of Tutorial/Lecture/Response | Contact hours : 150 Minutes / Week | | Independent study 360 Minutes / Week | Class size X students 34 students |
| 1 | Prerequisites for participation (if applicable) - | | | | |
| 2 | <p>Learning outcomes</p> <ol style="list-style-type: none"> 1. Students are able to use and develop concepts of governance, management, and make strategic decisions from bankrupt companies. 2. Students are able to use economic, social, political, and ethical concepts from corporate bankruptcy to develop business ventures by understanding ethical concepts and state bankruptcy law. 3. Students are able to utilize information technology media in developing business units, conducting assessments and technical analysis of business bankruptcy. 4. Students are able to communicate and be responsible for the policies taken both individually and in groups when reviewing corporate bankruptcy case studies. | | | | |
| 3 | <p>Description:</p> <p>The Business Strategy Analysis course is a course that teaches business environment analysis (internal and external) with an emphasis on environmental implications for corporate strategy. It begins with a mission definition for the organization. The mission explains why the organization exists and provides the context for the strategy to be formulated or the set of tasks and techniques used as a liaison between stakeholders to understand the structure, policies and operations of an organization, as well as recommend solutions that enable the company to achieve its goals.</p> | | | | |
| 4 | <p>Subject aims/Content</p> <ol style="list-style-type: none"> 1. Strategic management and business policies 2. The difference between the far external environment and the near external environment. 3. The strengths and weaknesses of the organizational structure. 4. The determinant factors in the industrial environment 5. The process of formulating the vision, mission and objectives of the company's corporate strategy concept includes strategies for stability, growth and reduction. 6. Business unit strategy concept to achieve competitive advantage 7. strategy implementation through company programs, procedures and budgets 8. strategic evaluation and monitoring standards k 9. concept of entrepreneurial strategy and innovation 10. strategic concept of acquisition, merger and joint venture. 11. organizational context in corporate strategy 12. resource-based strategy concept | | | | |

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| | 13. concept, context and basis of strategic management approach |
| 5 | Teaching methods <ol style="list-style-type: none"> 1. Lectures 2. Discussions 3. Group Works |
| 6 | Assessment methods <ol style="list-style-type: none"> 1. Task 2. Mid-Term Exam 3. Final-Term Exam 4. Quiz |
| 7 | Other information e.g. bibliographical references <ol style="list-style-type: none"> 1. Wheelen, Thomas L, & Hunger, J. David (2000), Strategic Management, Addison-Wesley Publishing Company, Massachusetts. 2. Wit, B & Meyer, R. (2005): "Strategy Synthesis – Resolving Strategy Paradoxes to Create Competitive Advantage", Thomson 2005 |