

Strategic Management

– implementation of strategic decisions, business development and organizational change

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To face increasing competition and occasional need for change, organizations need quality in their strategic decisions and their implementation.

The program is rooted in strategy, leadership, innovation, knowledge management and technology management. The program also focuses on technologically enabled new ways of doing things, whether strategies, business models, products, services or processes.

This program will give participants from various educational and working backgrounds a solid competence in the many aspects of strategic management enabling them to contribute significantly to the development and implementation of business strategies in their organizations.

All lectures are held in English.

Topic overview:

- Fundamentals of Strategy and Strategic Analysis
- Strategy Implementation, strategic leadership
- Strategic choices, role of Stakeholders. Competitive strategies, corporate strategies
- Strategic analysis of external/Internal environment, wealth creation, resources and competitive strengths
- Negotiation strategy
- Strategic knowledge management
- Innovation and technology strategy
- Market structure strategy and performance
- Topics in Strategy - collaboration, strategic alliances, acquisitions, internationalization, value network



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